Colleen Moore

Trade Newspaper
Film Advertisement
Collection

1917

TRIANGLE

SUNDAY, FEB. 18th

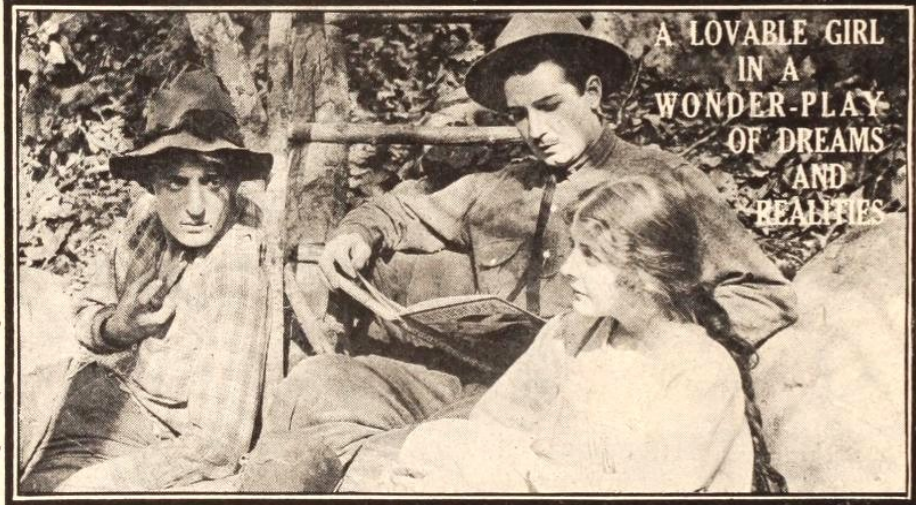
ROBERT HARRON IN "THE BAD BOY" — Fine Arts

AND

A Triangle Komedy

"THE TELEPHONE BELLE"

The real story of a real American boy. For boys and grown-ups, too.



A LOVABLE GIRL IN A WONDER-PLAY OF DREAMS AND REALITIES

THURSDAY, FEB. 22nd

ENID BENNETT IN "PRINCESS of the DARK" — Ince-Kay Bee

AND

A Triangle Komedy

"WHEN HEARTS COLLIDE"

SUNDAY, FEB. 18th

The special Mack Sennett-Keystone Comedy

"STARS AND BARS"

A Real Riot of Fun

A wandering pearl necklace makes all the fun and causes all the trouble.

RELEASED ONLY BY TRIANGLE DISTRIBUTING CORPORATION

MONROE SALISBURY

BLUEBIRD STAR

"in The SAVAGE"

with beautiful

RUTH CLIFFORD

An Unusually Powerful Drama. A half breed torn between his white and savage natures, portrayed by the most magnetic star on the screen today. Now ready for booking. Be sure to book "The Savage." Monroe Salisbury will attract people who have never been in your house before.

Directed by Rupert Julian.

WATCH FOR

the Next BLUEBIRD

FRANKLIN FARNUM

in

"The Winged Mystery"

A Drama of Love and an International Plot, from the story by Archer McMackin.
Directed by Ed. J. LeSaint

Book through your local BLUEBIRD Exchange or BLUEBIRD Photoplays (Inc.) 1600 B oadway, New York

BLUEBIRD STARS

1918

PIONEER

LITTLE ORPHANT

A six part production of universal appeal

AN OUT OF THE ORDINARY PHOTO-DRAMA THAT EVERYONE WANTS TO SEE.

TERRITORY

PIONEER
130 WEST 46TH ST.,
DISTRIBUTORS OF "WIVES OF MEN"

FILM CORPORATION

Presents

ANNIE

FROM THE
WORLD FAMOUS
POEM BY

JAMES WHITCOMB RILEY

DID YOU READ
WHAT THE CRITICS
SAID

?

NOW SELLING

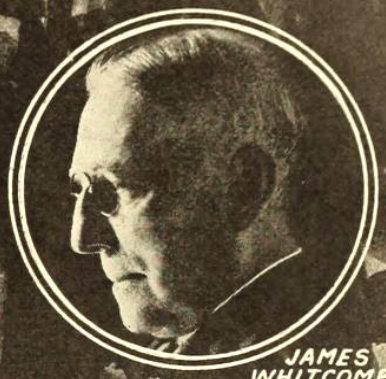
FILM CORPORATION
NEW YORK, N.Y.
AND "THE STILL ALARM"

A PRODUCTION
PIONEER FILM CORPORATION
Presents
"Little ORPHANT
WITH
COLEEN MOORE
AND
THOS. SANTCHI
THE PATHETIC STORY
OF THIS LITTLE ORPHAN
GIRL MAKES A MOST
REMARKABLE 6 REEL
SCREEN MASTERPIECE
FOR STATE AND
FOREIGN RIGHTS
APPLY TO

THAT IS DIFFERENT

A SCREEN ADAPTATION OF
JAMES WHITCOMB RILEY'S
BEAUTIFUL POEM

ANNIE"



JAMES WHITCOMB RILEY

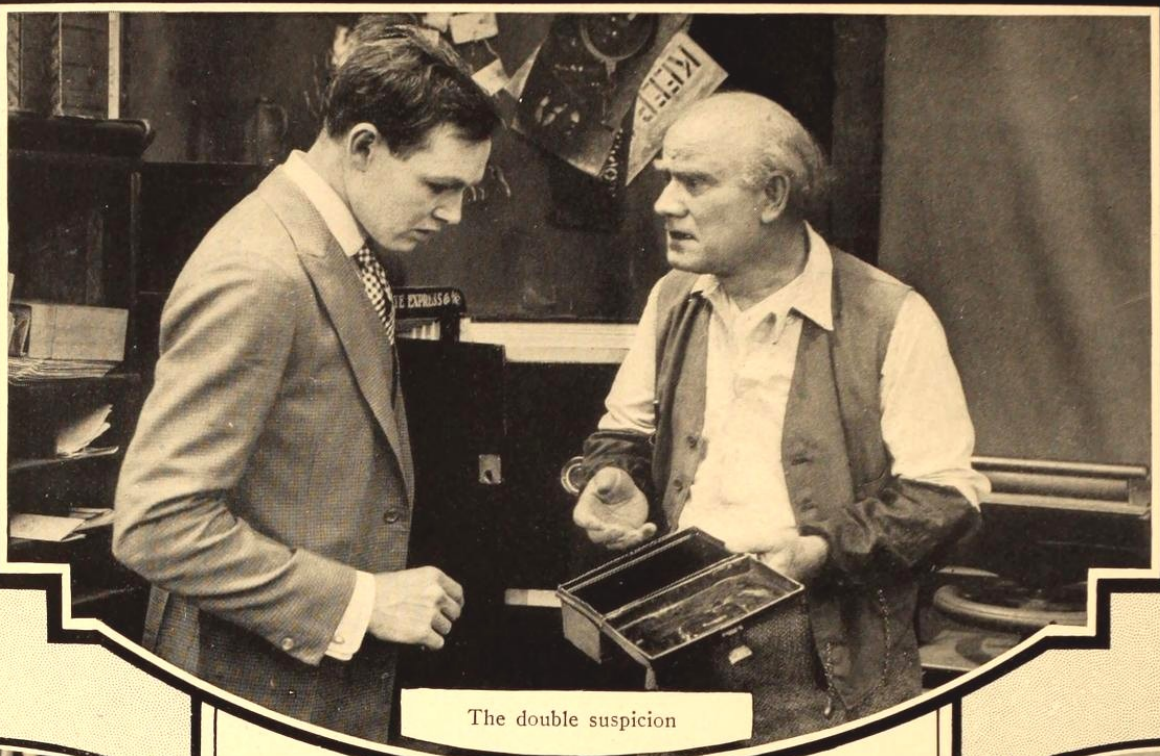
A STORY FOR YOUNG FOLKS AND YOUNG OLD FOLKS

AT Wm. A. BRADY'S PLAYHOUSE NEW YORK, THE STAGE PORTRAYALS OF RILEY'S POEMS ARE SCORING A TREMENDOUS HIT.

PIONEER FILM CORPORATION, 130 WEST 46 ST. N.Y.C.

Producers of "WIVES OF MEN" with FLORENCE REED

1919



The double suspicion

THOS. H. INCE
PRESENTS

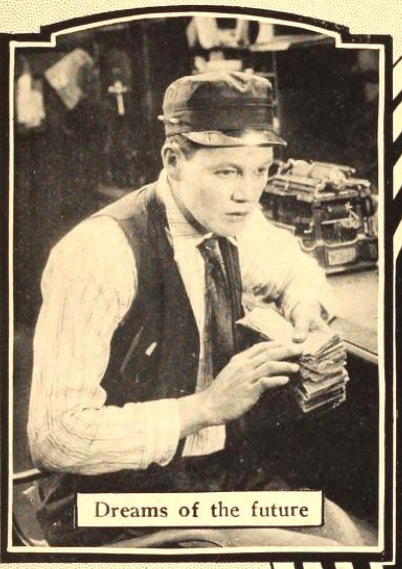
CHARLES RAY

in

"The EGG CRATE WALLOP"

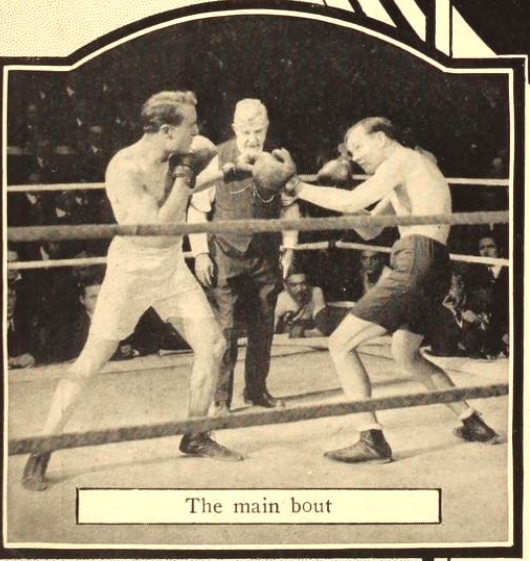
by Julien Josephson
Photographed by Chester Lyons
Supervised by Thos. H. Ince
Directed by JEROME STORM

A Paramount-Artcraft Picture



Dreams of the future

Ready for the wallop



The main bout

"Now go in, and win!"

"THE best young actor on the screen" (N.Y. Tribune) is "as enjoyable as ever. Always delightful" (N.Y. Times) in a comedy that "carries a heavy punch" (N. Y. World), with "one of the most thrilling film bouts that ever turned a staid motion picture audience into fight fans" (N.Y. Sun)

Charles Ray scores again! Line forms on the right! S.R.O. with this one! Book it and go to it!

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
ARTCRAFT PICTURES

CHRISTIE SPECIALS

A ROMAN

featuring

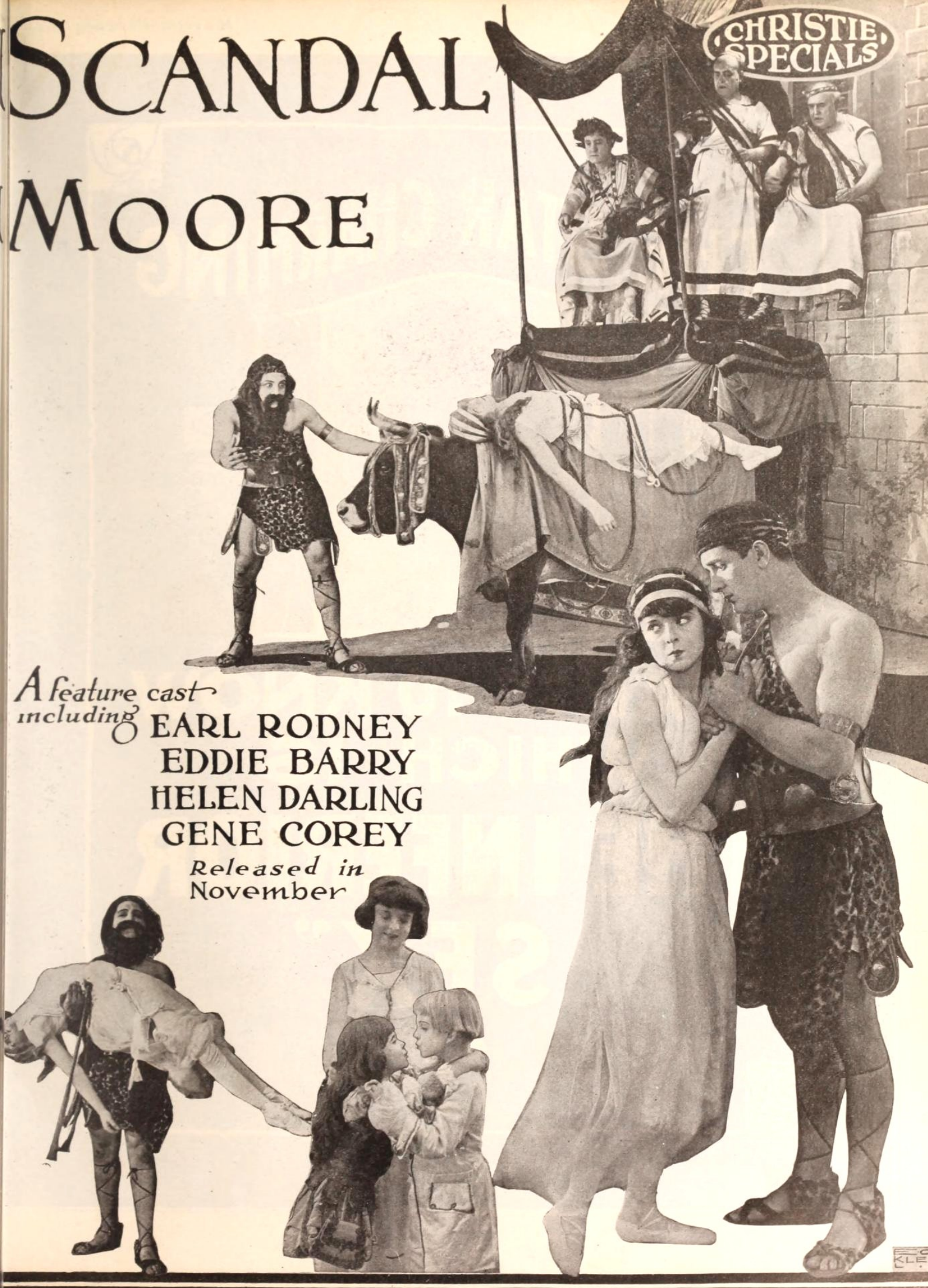
COLLEEN

A sure-fire Christie Hit in two reels

Directed by
Al E. Christie

SCANDAL MOORE

CHRISTIE SPECIALS



A feature cast including

EARL RODNEY
EDDIE BARRY
HELEN DARLING
GENE COREY

Released in November

1920

ROBERTSON-COLE
SUPER-SPECIAL

T. ROY BARNES

COLLEEN MOORE

AL CHRISTIE'S
SIX REEL
COMEDY DRAMA

SO LONG LETTY

FROM
Oliver Morosco's
Greatest Comedy
Success-
Story by Oliver
Morosco and Elmer
Harris . . .

GRACE DARMOND

WALTER HIERS

R-C PICTURES

ROBERTSON-COLE
SUPER-SPECIAL

AL CHRISTIE'S
6-REEL
COMEDY-DRAMA

SO LONG LETTY

From
Oliver Morosco's
Most Successful
Comedy

Mixed wives, tangled husbands and beauteous bathers mingled by a master hand in a story of pathos and jollity.

R-C PICTURES

1921

Hal Opperman, Crescent Theatre, Pontiac, Ill.,
plays First National Attractions a second time and then turns them away. THAT'S ANOTHER REASON WHY

There'll be a Franchise everywhere

GYPSY GOOD LUCK
The Romany Pateran, made
and left at Crossways to blaze
trail to Gypsy tent and Gyp
the world and back. THE
MARK to the successor to
with the same star and direc

"Box Office Recor

That's What Hal Opperman, Crescent Theatre, Pontiac, Ill., reports of

"THE SKY

Presented by Catherine Curtis and
Produced by Catherine Curtis Corporation

Taken from the novel by Ralph Connor

Directed by

King Vidor

A FIRST NATIONAL ATTRACTION

It's a Wonderfu

Ilg, Wonderland Theatre, Lorain, Ohio,
t the public has been so impressed by the excellence of tional Pictures that all he has to do is use the words ational" in his advertising to crowd his house. THAT'S ER REASON WHY

There'll be a Franchise everywhere

GYPSY GOOD LUCK PIECE
The Romany Pateran, made of twigs and left at Crossways to blaze the Gypsy trail to Gypsy tent and Gypsy love over the world and back. THE TRADE MARK to the successor to PASSION, with the same star and director.

quals 'THE KID'"

PILOT"

Read the Report of the Crescent Theatre:

"'The Sky Pilot' smashed all attendance records in this theatre. It equaled 'The Kid' in box office receipts. The picture held the audiences enthralled. It's the most magnificently filmed play we have run this year."

udience Picture!

Righto! it's

CHARLES (CHIC) SALE

as

"HIS NIBS"

EXCEPTIONAL PICTURES

IN ADDITION TO GETTING A MONEY-MAKER

EVERY EXHIBITOR AND EXCHANGEMAN

who signs a contract for

CHARLES (CHIC) SALE

living seven different characters

in

"HIS NIBS"

Helps to unify the great field of independent endeavor in the motion picture industry

encourages not only Exceptional Pictures, producer of "His Nibs," and the Syndicate which is handling the distribution. . . .

. . . but offers to every other such producer and distributor concrete evidence of the only thing they desire to know—that they will find a ready market for their product when it is of a calibre to warrant support

and when those producers co-operate with the buyers and exhibitors to the full extent Exceptional Pictures has done, the State Rights market will have added another factor toward the solidifying of the foundation upon which it now stands in the industry.

"HIS NIBS" SYNDICATE, Inc.
L. L. HILLER, President
Longacre Building
42nd Street and Broadway
New York City

THE PICTURE WITH A WORLD-WIDE APPEAL

Distributed on State Right Market

"HIS NIBS" SYNDICATE,
L. L. HILLER, President
Longacre Building
42nd Street and Broadway
New York City

EXCEPTIONAL PICTURES CORPORATION
CHARLES (Chic) SALE
IN
"HIS NIBS"
PLAYS SEVEN DIFFERENT PARTS AS SEVEN DIFFERENT PEOPLE
SEVEN TIMES AS FUNNY AS YOU KNOW HE IS

Exact reproduction of a Ritchey twenty-four sheet to be used by the theatres of the country in exploiting this unique offering.

Exceptional Pictures

presents

CHARLES (CHIC) SALE

in

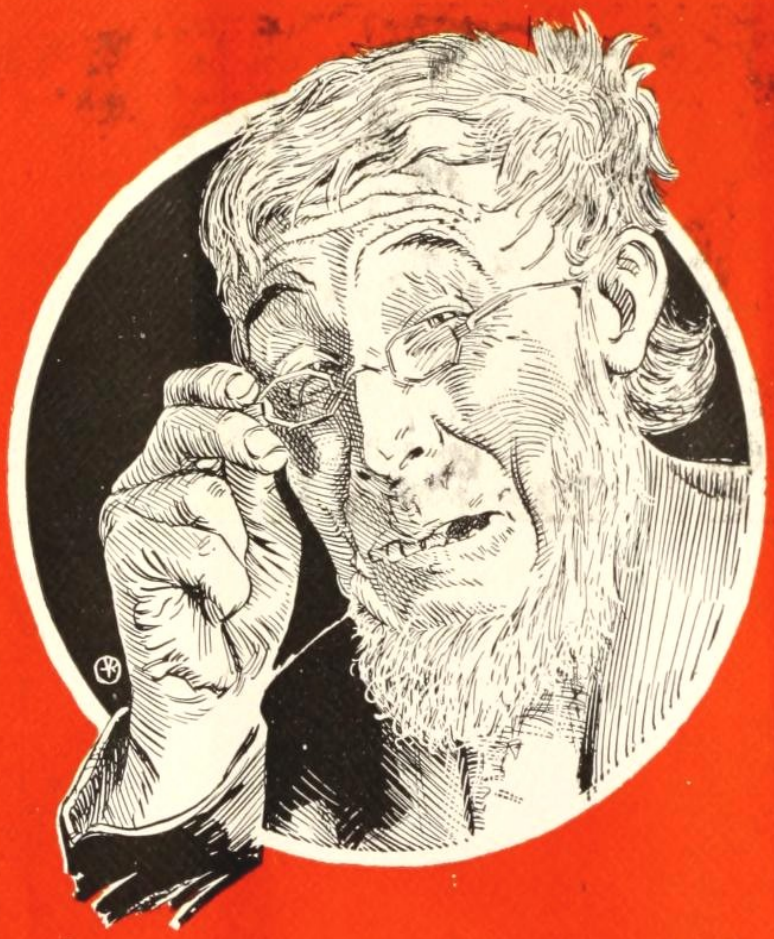
"HIS NIBS"

Unusual in theme, in presentation, and in the work of Mr. SALE, America's foremost delineator of rural characters, who plays every important role in this Exceptional Picture.

A guaranteed audience-winning production.

EXCEPTIONAL PICTURES CORPORATION

"HIS NIBS" believes in advertising



LET'S LISTEN TO "HIS NIBS":

"It'd be a sight easier t' tell you folks a funny story than this advertisin' business.

"But, I reckon I'll let the fillum do the story tellin'.

"It's gol darn sartin when you get a pitchur with one actin'-man playin' seven people, you've got sumthin' your customers are goin' t' like.

"An', when the fillum's so diff'rent from anything you've ever seen afore, that it'll make 'em all laugh 'emselves sick—why, censarn it, you'll be doin' a business big enuf t' bust the walls o' your pitchur house.

"I'm goin' on t' eighty year and if I've ever seen a better pitchur then this, I'll stop 'em callin' me—'His Nibs'."

CHARLES (CHIC) SALE

foremost delineator of rural characters on the American stage today

Supported by Colleen Moore, Joseph Dowling and a host of favorites

PRESENTED BY

EXCEPTIONAL PICTURES CORPORATION

ALEXANDER BEYFUSS

Vice-President and General Manager

1540 Broadway, New York City

IT'S AN EXCEPTIONAL PICTURE

BEING PREPARED FOR NOVEMBER RELEASE

1922

It's making every promise good!---Exhibitors now playing it First Run will praise more than we have!

For they will have record audience laughter ringing in their ears!

Goldwyn *presents*

Come

Ask Rothafel!

He has the world's biggest motion picture house to fill at the

CAPITOL, N. Y.

Ask F. A. Miller!

He picks 'em with care for the Los Angeles folk at the

CALIFORNIA

Ask Aschers!
(of Chicago)

They judge 'em with a miscroscope. They are playing it at the

ROOSEVELT

Ask J. E. Tompkins!

Colorado Springs people demand knockouts at the

AMERICA

Ask J. Lourie!

He knows how hard Boston is to please. He's using it at the

MODERN

Ask J. J. Galvin!

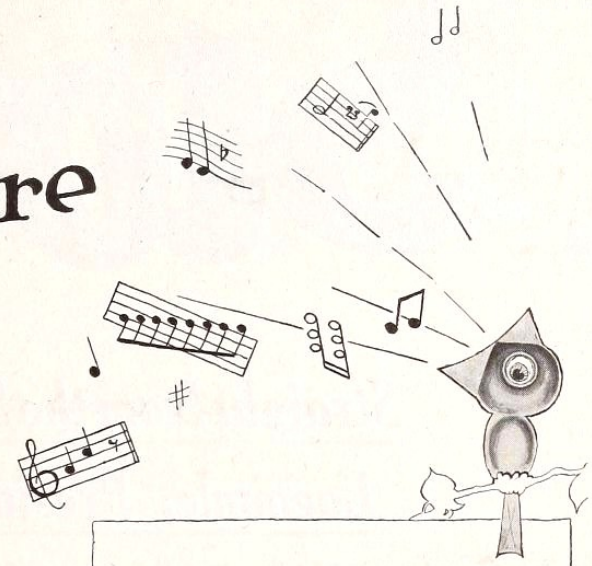
He holds Wilkes Barre's audience records and grabbed this one for

POLI'S

Or ask E. Quigley, *Capitol,* Cincinnati; J. Erber, *Erber's,* E. St. Louis; F. T. Dolle, *Alamo,* Louisville, Ky.; R. Wettstein, *Merrill,* Milwaukee; F. D. Hill, *Lyric,* Reading, Pa.; J. H. Rice, *Loew's State,* Salt Lake, Utah;—

Or any of the First Run Exhibitors Now Playing It

with Colleen Moore



On Over!

it's a picture with a touch of Spring in it!

Directed by Alfred E. Greene

Rupert Hughes has done it again!

A Goldwyn Picture

with
COLLEEN
MOORE

GOLDWYN
presents

The WALL

A GOLDWYN PICTURE

While Others Danced She Decorated the Wall

A weed in a garden of roses, is Idalene Nobbin, a wistful figure, awkward and pigeon-toed.

We laugh at her sad attempts at the toddle, but we are moved at the cruelty of youth which makes her the butt of practical joking. Young love and the sensitiveness of the wall flower is the theme of Rupert Hughes' latest original photoplay, a mirth-making pantomime, treated, however, with gentle sympathy.

Mr. Hughes says of it, "The world is full of girls who are crushed with lack of encouragement at home and who need only to be flooded with sunshine and praise and taught a little grace and self-confidence. The Wall Flower is the story of such a homely thing and of her swift blooming when her desperation threw her by chance among strangers who were kind to her. It is a love story, of course, but of more than one kind of love."

Colleen Moore gives a splendid performance in this exceptional picture, which the author chose to direct himself.

FLOWER

written and directed by

RUPERT HUGHES

with
COLLEEN
MOORE

While Others Dance She Decorated the Wal

A weed in a garden of roses, is Idalen Nobbin, a wistful figure, awkwar and pigeon-toed.

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Colleen Moore gives a splendid pe formance in this exceptional picture which the author chose to direc himself.

GOLDWYN
presents

The WALL FLOWER

written and directed by
RUPERT HUGHES

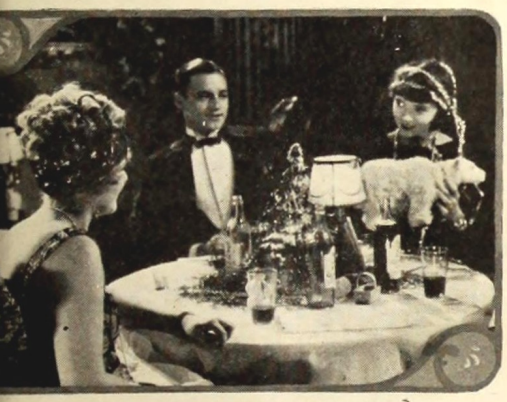
A GOLDWYN PICTURE

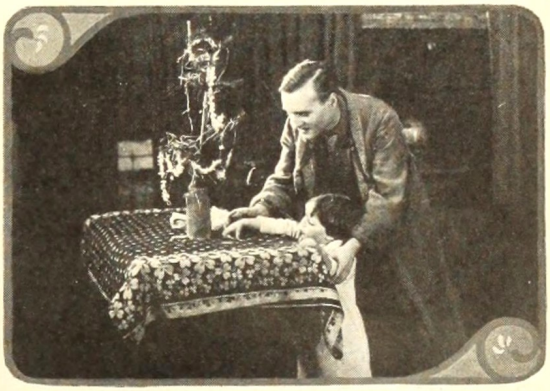
1923

More Appealing than "Humoresque"

The 7TH COMMANDMENT

by FANNIE HURST





YOU'VE waited two years for a heart interest picture as big as "Humoresque."

Here it is. Written by the same author. Adapted by the same scenario writer. Made by the same director.

With the same hold on the emotions, the same power to produce laughter and tears and happy memories.

Show it this summer—and watch it draw the crowds!

THE story of a little shop-girl, her hard-working husband, and the lounge lizard who wanted to show her a good time.

Made with an unusual cast. The featured players are Colleen Moore, James Morrison, Eddie Phillips and George Cooper.

Directed by Frank Borzage. Scenario by Frances Marion.

Now booking at all Famous Players-Lasky Exchanges.

A Paramount Picture

A Cosmopolitan Production

A Famous Morosco Production!

A famous play by a famous producer, it won a tremendous success on the stage the country over. Better as a picture.

Colleen Moore and Wheeler Oakman are screen favorites. They'll bring them in!

More than a million persons have read this stirring novel written by Marie Conway Oemler. They'll want to see the story in picture form.

It's a vigorous drama that strikes straight to the heart. Your patrons are waiting for it!

OLIVER MOROSCO—

presents the story of America's most celebrated crook, a priest and Mary Virginia.

with **COLLEEN MOORE**
and **WHEELER OAKMAN**

Directed by Wesley Ruggles
Dramatized by Edward E. Rose

"SLIPPY McGEE"

"You can't be a crook again"

"You'll do as I say, or —"

"I will give my life to help you"

"I love you, but I can't marry you"

Then she knew his love was false

OLIVER MOROSCO'S BIG STAGE SUCCESS NOW ON THE SCREEN

Author .....Marie Conway Oemler
Dramatization by....Edward E. Rose
Directed by .....Wesley Ruggles

CAST OF CHARACTERS

Colleen Moore	*Wheeler Oakman*
Sam De Grasse	*Pat O'Malley*
Edwin Stevens	*Edith Yorke*
Lloyd Whitlock	*Alfred Allen*
Evelyn Selbie	*Charles E. Evans*
Robert E. Dunbar	*Nellie Park Saunders*

Little Wanda Phelps

The Story of America's Most Celebrated Crook, A Priest and Mary Virginia

For more than a score of years one of the foremost producers on the stage, Oliver Morosco has brought to the screen his genius for originality, suspense and climax. The picture was filmed in Natchez, Miss., so that there would be genuineness to the locale of this Southern story. In selecting the cast he personally sought to match up each of the book characters with actors who would step from the pages. And what a cast he gathered together. Just look over the list of names.

BOOK READ BY MILLIONS

When Marie Conway Oemler wrote the book, "Slippy McGee," she wove a story that immediately won immense popularity. It is now in its twelfth edition and has been read by millions. Mr. Morosco made a tremendous success of it on the stage and now has given the screen edition all his mastery of dramatic art.

A TASTE OF THE PLOT

"Slippy McGee" had outwitted the police, but he couldn't evade fate. It caught the cleverest safe-cracker in America, tossed him injured into a little parish house, and imprisoned him with butterflies, goodness and a girl's smile. A priest was his jailer and he shackled him with bonds more lasting than steel.

A First National Picture

FIRST NATIONAL PICTURES

"SLIPPY McGEE"

IRVING CUMMINGS PRODUCTIONS *presents~*

"BROKEN HEARTS of BROADWAY"

Suggested by the Stage Success
"The BROKEN HEARTS *of* BROADWAY"
BY JAMES KYRLE MAC CURDY
and
Written for the Screen by
HOPE LORING *and* LOUIS DURYEA LIGHTON

Starring
COLLEEN MOORE & JOHNNIE WALKER
Supported by
ALICE LAKE - TULLY MARSHALL - KATE PRICE
CREIGHTON HALE - ARTHUR STEWART HULL
FREEMAN WOOD & ANTHONY MERLO

Personally Produced & Directed By IRVING CUMMINGS~

DISTRIBUTED ON THE INDEPENDENT MARKET

by

IRVING CUMMINGS PRODUCTIONS

1540 BROADWAY

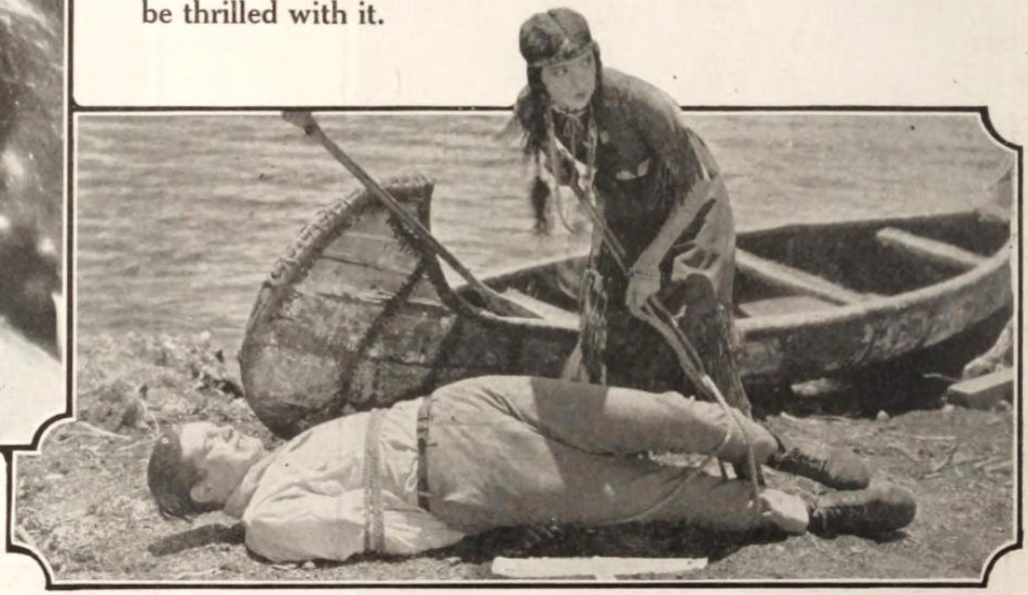
BRYANT 8210 NEW YORK CITY, N. Y.

A War-Whoop of Joy

DAVIE CROCKETT was so sure a shot that once when he treed a coon and raised his old flint-lock to fire, Mr. Coon yelled: "Don't shoot, Davie! I'll come right down."

"The Huntress" is just as sure fire as a Box Office picture as Davie was with his gun. When you tell your patrons about this wonderful romance, the sterling cast, and the fun and the thrill of it all, you won't have to waste any ammunition.

They'll flock right in —and what's more they'll be thrilled with it.



She wanted a man. So this Indian maid let out a whoop and went on the warpath. Did she get him? You guessed right—roped and tied!

Associated First National Pictures Inc. *presents*

"The HUNTRESS"

featuring COLLEEN MOORE

"Hands off! I can scratch and bite like the panther!"

Supported by

LLOYD HUGHES
RUSSELL SIMPSON
WALTER LONG
CHARLES N. ANDERSON

Story by Hulbert Footner
Adapted by Percy Heath
Directed by Lynn Reynolds

FIRST NATIONAL PICTURES

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

for the Box Office!

A TALE of strange and thrilling adventure in the picturesque Indian camps and the rugged Western wilds.

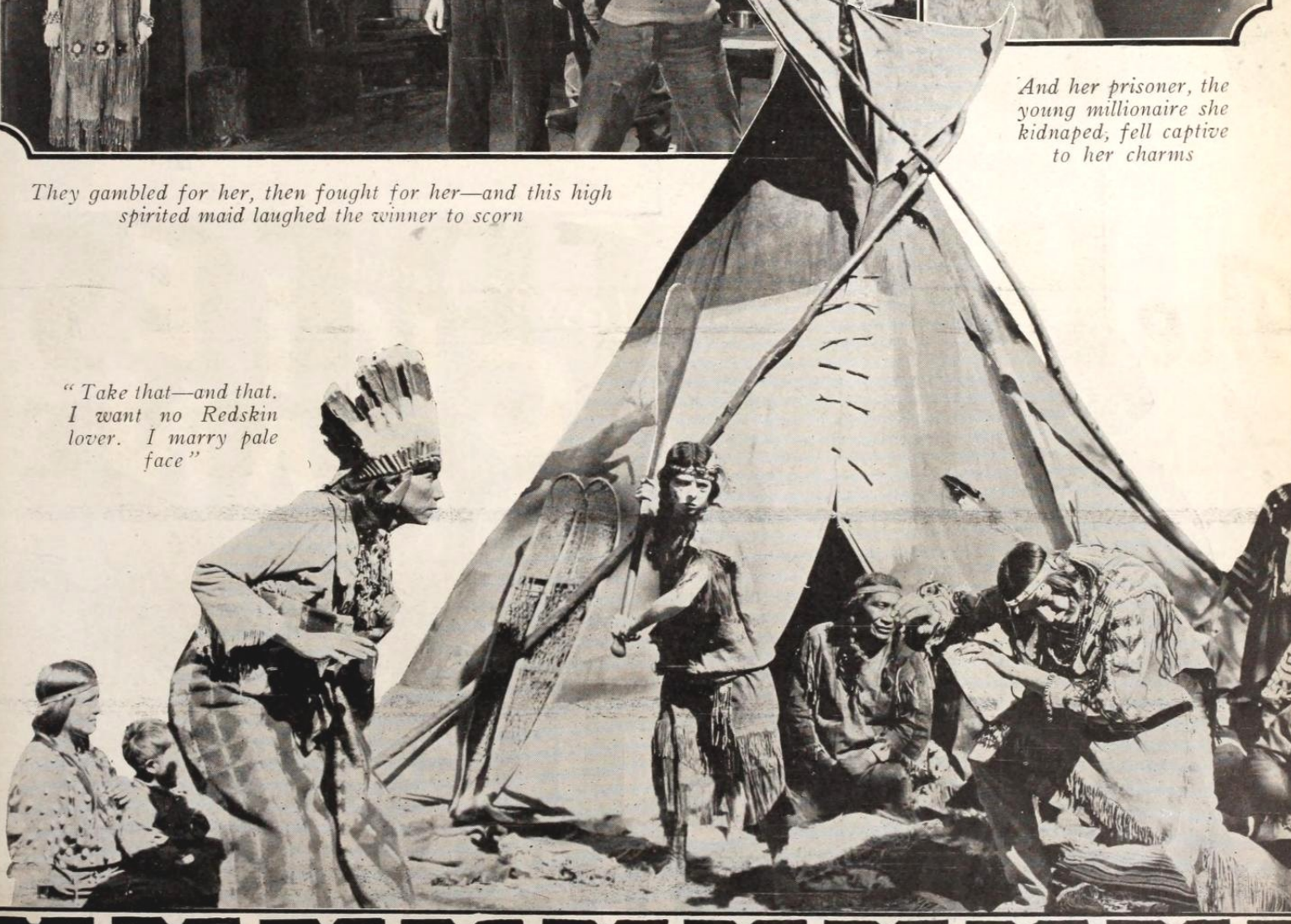
The romance of a white girl brought up as an Indian maid, who flees her tepee, ropes, ties and kidnaps the man she has chosen for her mate, a young millionaire who doesn't want to be caught, but who finally falls in love with her irresistible charms—just as your patrons will.

Just what you need right now to make your Box Office happy.

And her prisoner, the young millionaire she kidnaped, fell captive to her charms

They gambled for her, then fought for her—and this high spirited maid laughed the winner to scorn

"Take that—and that. I want no Redskin lover. I marry pale face"



A First National Picture

"The Huntress" is sure fire on the Box Office trigger

Whoop it up, boys!

You can get behind this one and push it hard. It's got the goods.

Something new; something different —a refreshingly original story with an unusually strong cast.

A real audience picture—one that'll please them all, old and young.

A tale of strange and thrilling adventure in the picturesque Indian camps and 'mid the rugged settings of the great West. Filled with romance, tragedy, pathos, sparkling with wit and whimsical humor and a love story that hits straight to the heart.

Imagine it—a little white girl brought up as an Indian maid, beautiful beyond compare, whom all the Big Chiefs of the tribes for miles around seek as wife. Fiery of temper, independent of spirit, she greets her wooers with a box on the ear and humbles them in the dust.

But when she goes a-wooing! Ah, that's a different story. She picks her man, ropes and ties him and paddles him off in her canoe.

And that isn't telling the half of it, as you shall see when you play this novel feature with the sprightly Colleen Moore.

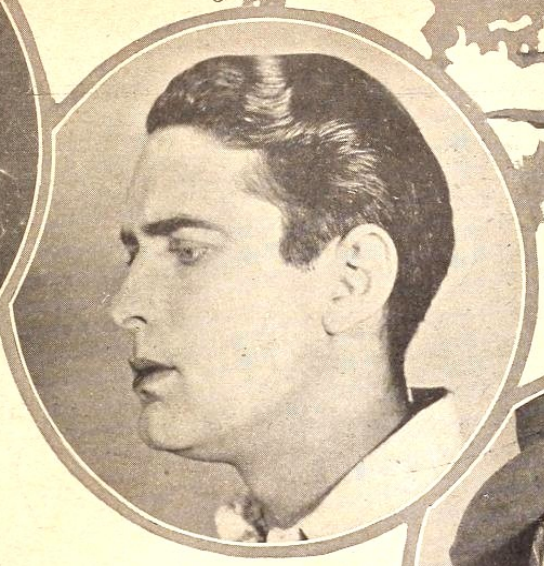
FIRST NATIONAL PICTURES

Charles Anderson as Black Frazer, who won his girl at dice and then went gunning for her.

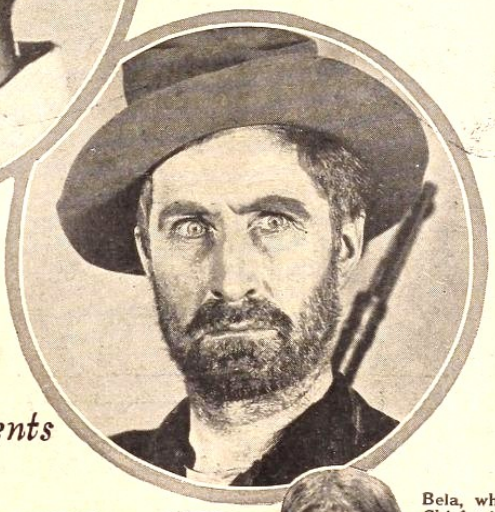
Walter Long as Bully Joe Hagland who offered to fight the world for a girl as the prize.

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

Colleen Moore, a white girl brought up in an Indian camp, whose heart Red Skin chiefs and white men tried in vain to capture.



Lloyd Hughes, millionaire woodsman, who ran from women, but was roped, tied and married by one.



Russell Simpson, as Big Jack Skinner, who wooed and lost and tried to win by stealth.

Associated First National Pictures Inc. *presents*

The HUNTRESS

featuring COLLEEN MOORE

Supported by

LLOYD HUGHES ♡ RUSSELL SIMPSON ♡ WALTER LONG ♡ CHARLES N. ANDERSON

Story by Hulbert Footner · Adapted by Percy Heath · Directed by Lynn Reynolds ·

Bela, who cracked a Chief with an oar, fou off a score of white lov and kidnaped the luctant man she wan

Chief Big Tree, who tried to make a squaw of a white girl and got his in the neck.

Snitz Edwards, as Musquoosis, whose cunning plot brought two loving hearts together.

A First National Picture

Happiness in Every Box Office!

WHEN you see your patrons' faces radiate with joy over a picture, over the theatre that plays it, as the crowds grow greater every night, that's what makes the box office happy. And that's just what will happen when you play this delicious comedy-drama—a tale of strange and thrilling adventure in the picturesque Indian camps and the Western wilds—the romance of a white girl, brought up as an Indian maid, who flees her tepee, ropes, ties and kidnaps her mate, a young millionaire, who falls in love with his captor.

ASSOCIATED FIRST NATIONAL PICTURES INC.. PRESENTS

"The HUNTRESS"

with

COLLEEN MOORE

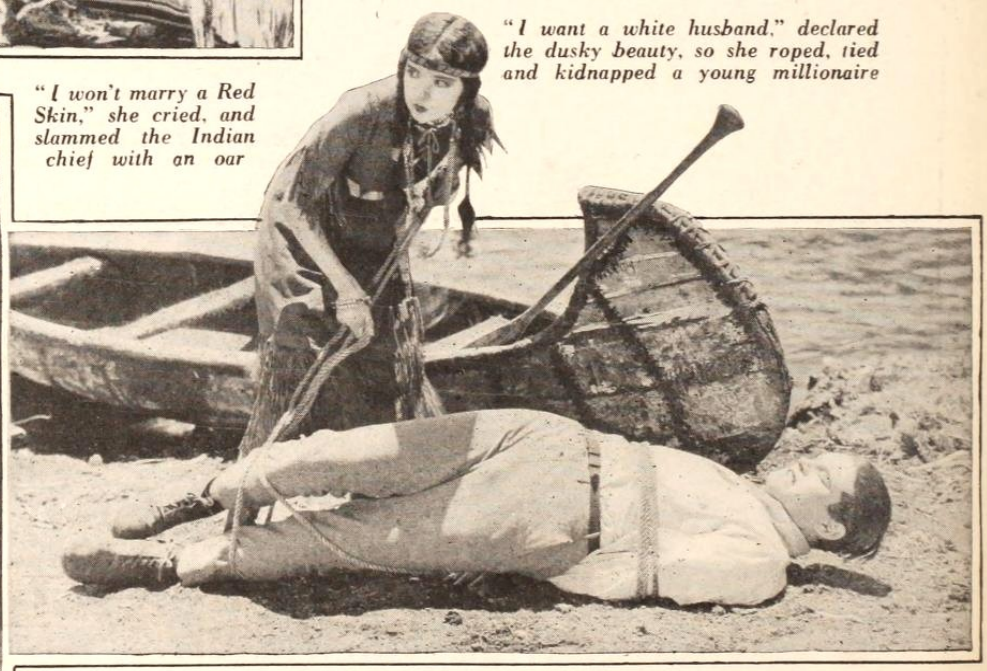
supported by

Lloyd Hughes
Russell Simpson
Walter Long
Charles N. Anderson

"I won't marry a Red Skin," she cried, and slammed the Indian chief with an oar

And the young millionaire fell for the charms of the maid who turned out to be white

"I want a white husband," declared the dusky beauty, so she roped, tied and kidnapped a young millionaire



Adapted by Percy Heath from the story by Hulbert Footner Directed by Lynn Reynolds

A First National Picture

"SALLY" "IRENE"
and "MARY"
"MOLLY O" "MICKEY"
and
"LITTLE NELLIE KELLY"

Stories of the climb ever upward

Such is

April Showers

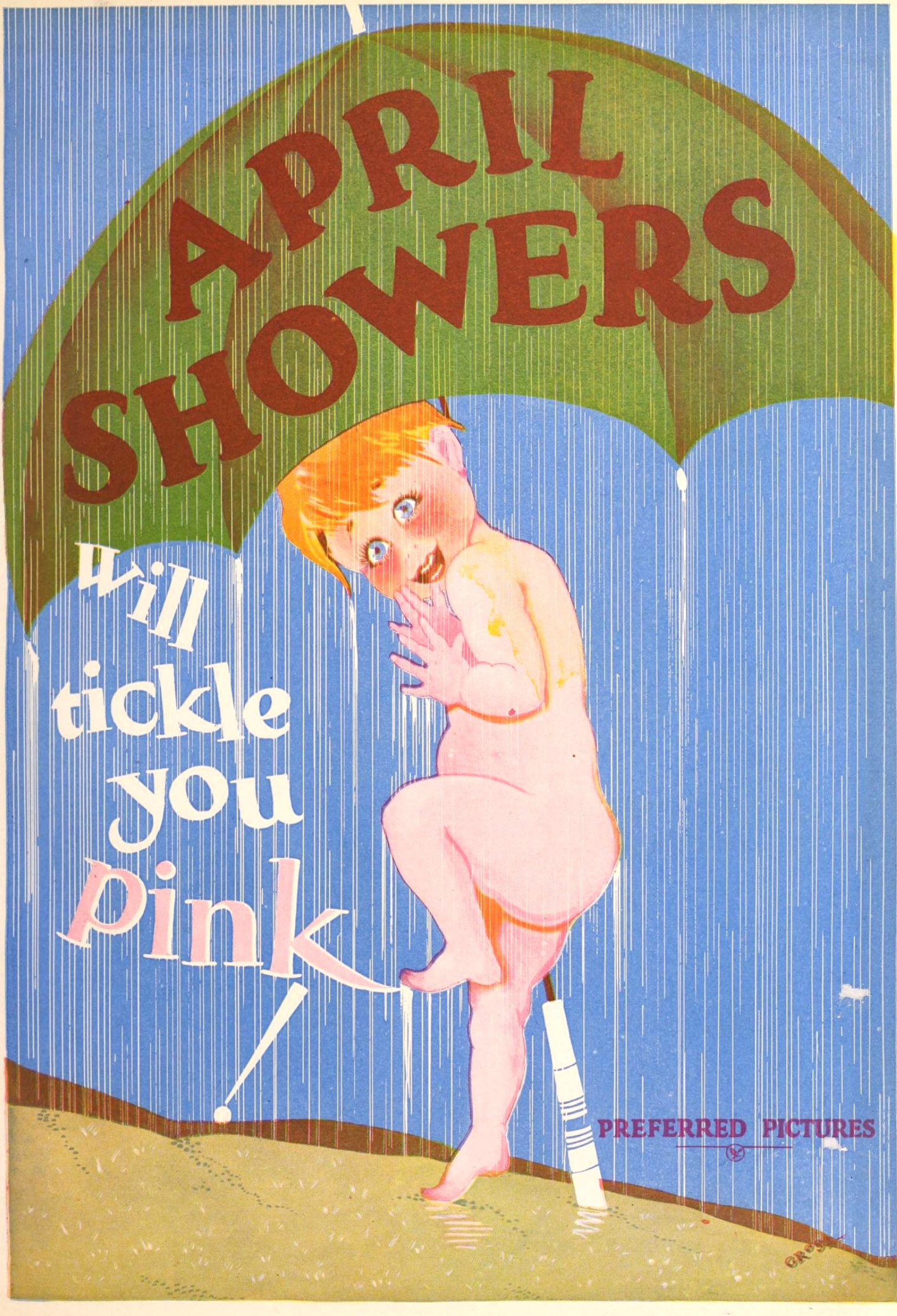
Depicting the lives of lowly people struggling from the slums to Fifth Avenue

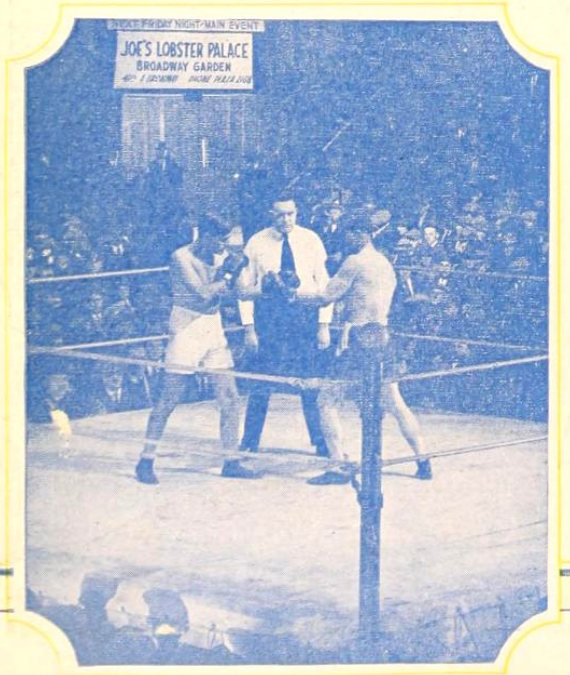
A drama of thrills and laughter

A great cast headed by

COLLEEN MOORE and
KENNETH HARLAN

It's a Preferred Picture


APRIL SHOWERS
Will tickle you pink!
PREFERRED PICTURES



B. P. SCHULBERG *Presents*

COLLEEN MOORE and
KENNETH HARLAN
Supported by RUTH CLIFFORD
in

APRIL SHOWERS

A TOM FORMAN PRODUCTION

THIS PICTURE will take people back to the springtime of their own lives,—make them cry a little, laugh a good deal, and go away telling their friends how good it is.

It's a love story of the tenements, and in contrast there are such scenes as the astonishing cabaret, "Davy Jones' Locker," with fifty dreamy mermaids. And there's the big prize-fight scene that's worth the price of any ringside seat.

COLLEEN MOORE is wonderfully charming as the brave heroine; KENNETH HARLAN is great as the lad who wants to be a policeman, and Ruth Clifford is excellent as the bored debutante.

"April Showers" is out of the ordinary. It's real, it's human, awfully funny, and just sad enough.

It's six reels of happiness for everybody who sees it.

The story was written by Hope Loring and Louis D. Lighton and its praises will be sung by millions.

PREFERRED PICTURES

Distributed by

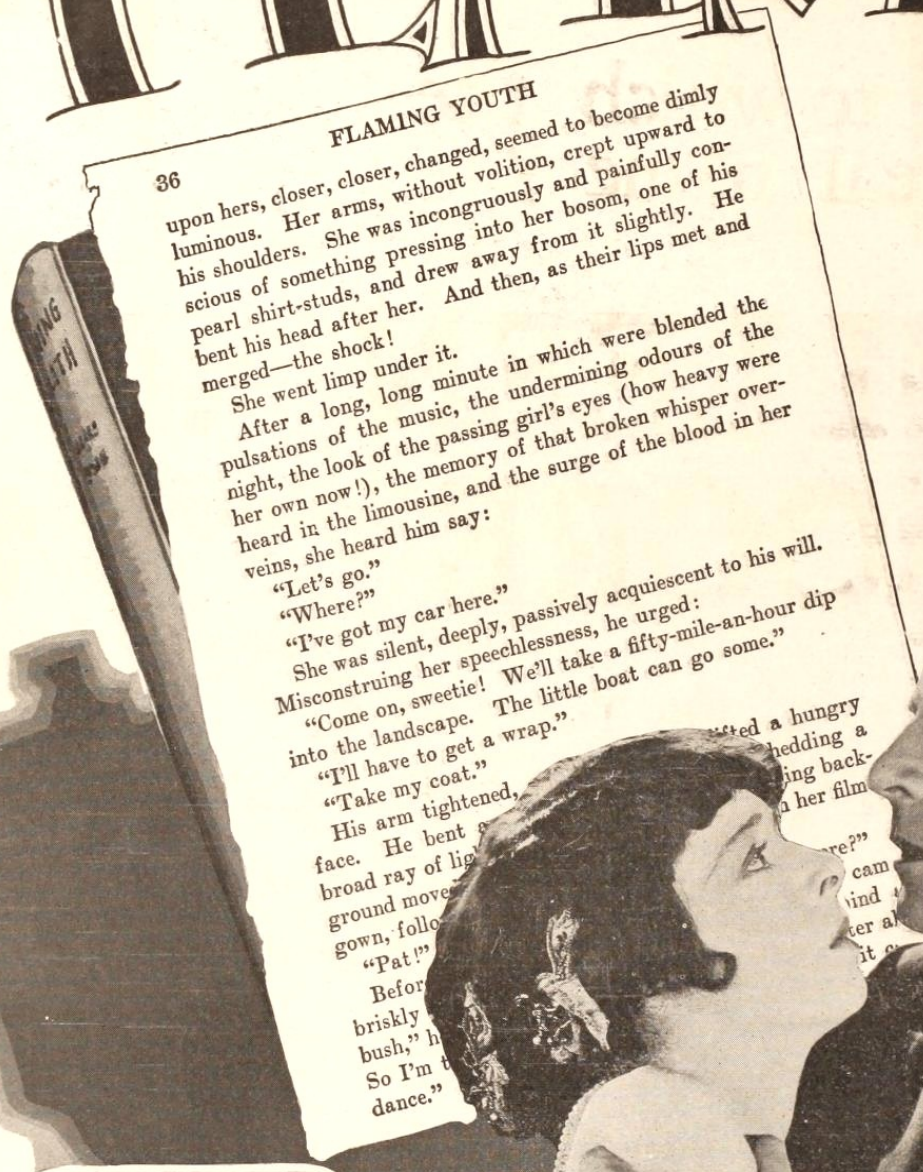
PREFERRED PICTURES CORP'N.

AL LICHTMAN ~ President
1650 BROADWAY NEW YORK CITY

Associated First National

FLAMIN

The startling author dared


36 FLAMING YOUTH
upon hers, closer, closer, changed, seemed to become dimly luminous. Her arms, without volition, crept upward to his shoulders. She was incongruously and painfully conscious of something pressing into her bosom, one of his pearl shirt-studs, and drew away from it slightly. He bent his head after her. And then, as their lips met and merged—the shock!
She went limp under it.
After a long, long minute in which were blended the pulsations of the music, the undermining odours of the night, the look of the passing girl's eyes (how heavy were her own now!), the memory of that broken whisper overheard in the limousine, and the surge of the blood in her veins, she heard him say:
"Let's go."
"Where?"
"I've got my car here."
She was silent, deeply, passively acquiescent to his will.
Misconstruing her speechlessness, he urged:
"Come on, sweetie! We'll take a fifty-mile-an-hour dip into the landscape. The little boat can go some."
"I'll have to get a wrap."
"Take my coat."
His arm tightened,
face. He bent
broad ray of lig
ground move
gown, follo
"Pat!"
Befor
briskly
bush," h
So I'm
dance."

From the author —

To the woman of the period set forth, restless, seductive, greedy, discontented, craving sensation, unrestrained, a little morbid, more than a little selfish, intelligent, uneducated, fit mate for the hurried reckless and cynical man of the age, predestined mother of—what manner of being?: To her I dedicate this study of herself.

W. F.

A First National Picture

Pictures Inc. presents

GYOUTH

society exposé to which the not sign his real name !

featuring COLLEEN MOORE

Supported by an all-star cast comprising:

MILTON SILLS—ELLIOTT DEXTER—SYLVIA BREAMER
MYRTLE STEDMAN—and
BEN LYON

It's Tremendous!

Exhibitors! Have you read "Flaming Youth"? Get it and you will understand why it is the sensation of the country today. Read it and you will see why the screen play will be the Greatest Box-Office Attraction This Year Has Brought Forth.

Never has such a fearless story been published about the women of modern society. Never has there been a picture which, when announced in your lights, had such an impatient mass of ticket buyers waiting for your doors to open.

The byword today is: "Have you read 'Flaming Youth'?" The byword tomorrow will be: "Have you seen 'Flaming Youth'?"

This picture will have behind it the most powerful money-making force the world has ever known—

Word of Mouth
Advertising

Directed by
John Francis Dillon

Scenario by
Harry O. Hoyt

Editing by
Arthur Tavares

Photography by
J. C. Van Trees and
Roy Carpenter

Settings designed by
Milton Menasco

Titles by
Holman Day

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

FIRST NATIONAL PICTURES

Bared ~ the innermost secrets of modern society life !

"FLAMING YOUTH"

Will go down in screen history as one of the greatest sensations ever put on film.

A First National Picture

Associated First National Pictures, Inc., presents

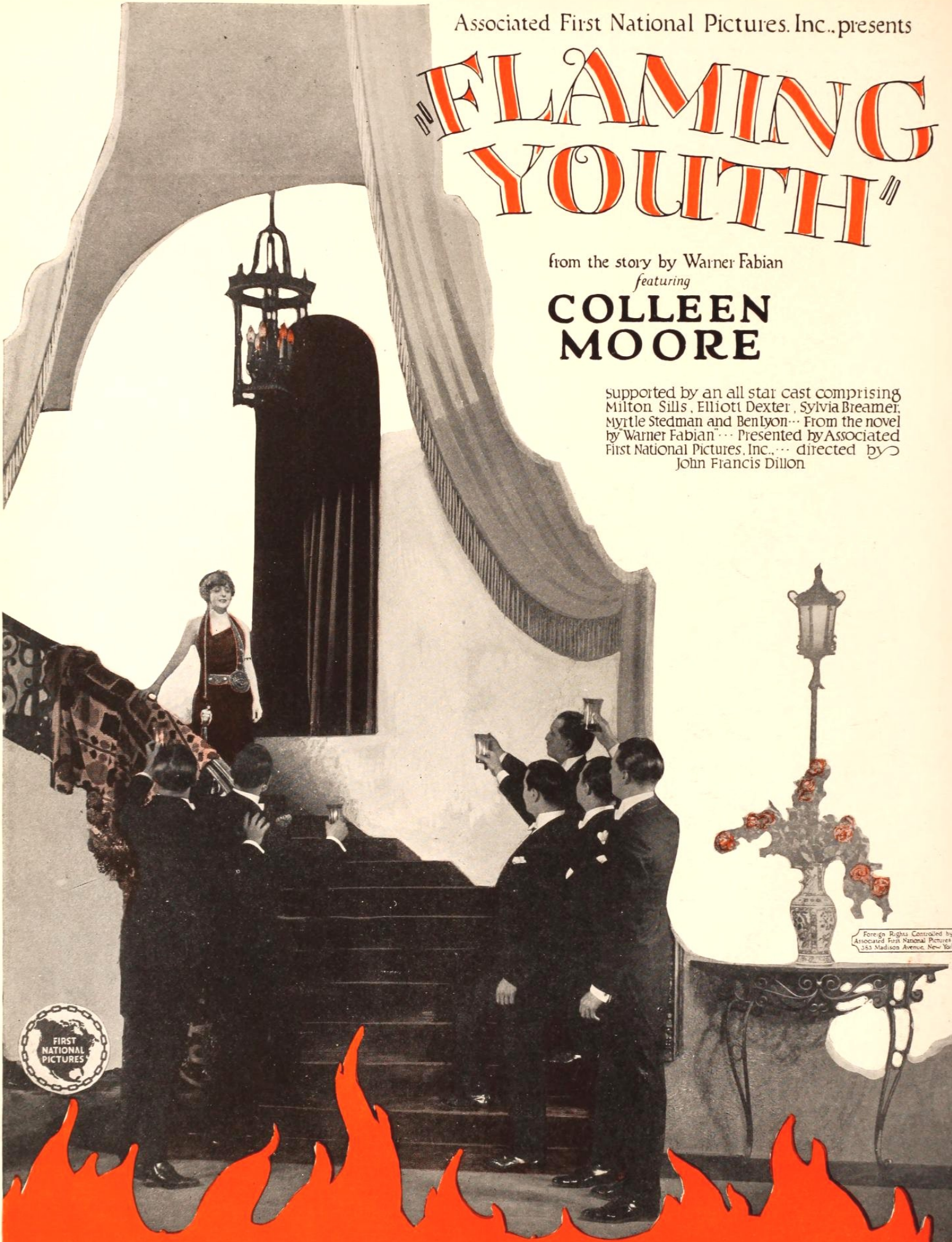
"FLAMING YOUTH"

from the story by Warner Fabian

featuring

COLLEEN MOORE

supported by an all star cast comprising Milton Sills, Elliott Dexter, Sylvia Breamer, Myrtle Stedman and Ben Lyon··· From the novel by Warner Fabian··· Presented by Associated First National Pictures, Inc.,··· directed by John Francis Dillon



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FIRST NATIONAL PICTURES

Never a book more fearless! Never a picture more startling!

A First National Picture

Associated First National Pictures Inc.
presents

"FLAMING YOUTH"

from the Novel by 'Warner Fabian'
featuring

COLLEEN MOORE

Supported by an all star cast
comprising Milton Sills, Elliott Dexter,
Sylvia Breamer, Myrtle Stedman,
and Ben Lyon

Directed by
John Francis Dillon

A FLAMING
STORY OF
SENSATION
SEEKING
SOCIETY
WOMEN

FIRST NATIONAL PICTURES

A First National Picture

Every reel a SENSATION!

CHAPTER III

The party was a Bingo. Before midnight that had been settled to the satisfaction of everyone. The music, good at the outset, soon become irresistible. (A drink all around every seven numbers was the Fentriss prescription for the musicians; expensive but worth it.) The punch was very special. Several of its masculine devotees had already faded, and one girl had been quietly spirited to an upper room, there to be disrobed and despirited. There was much drifting in and out of the French windows to the darkness of the lawn, and plaintive inquiries for missing partners were prevalent. Lovely, flushed, youthful, regnant in her own special queendom, Mona Fentriss sat in the midst of a circle of the older men, bandying stories with them in voices which were discreetly lowered when any of the youngsters drew near. It was the top of the time.

Upstairs in her remote bed Patricia sat with her pillows banked behind her, her knees propping her chin, her staring into the dark. The strong rhythms sic, barbaric, excitant, harshly sensuous, ward, stirring her to dim and uninterpretable

n!" she whispered in shivering

rliest part of It was

from ev rotte treat

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the sti

COLLEEN MOORE *as* PATRICIA FENTRISS *in*

"FLAMING YOUTH"

The startling exposé to which the author didn't dare sign his right name

FIRST NATIONAL PICTURES

A First National Picture

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ASSOCIATED FIRST NATIONAL PICTURES, INC., PRESENTS

"FLAMING

THE SENSATIONAL SOCIETY EXPOSE' TO WHI

To the woman of the period set forth, restless, seductive, greedy, discontented, craving sensation, unrestrained, a little morbid, more than a little selfish, intelligent, uneducated, sybaritic, following blind instincts and perverse fancies, slack of mind as she is trim of body, neurotic and vigorous, a worshipper of tinsel gods at perfumed altars, fit mate for the hurried, reckless and cynical man of the age, predestined mother of—what manner of being? To her I dedicate this study of herself.

"WARNER FABIAN"
Author of "Flaming Youth"

Featuring

COLLEEN MOORE

Supported by an all star cast comprising
Milton Sills, Elliott Dexter,
Sylvia Breamer, Myrtle Stedman
and Ben Lyon

FIRST NATIONAL PICTURES

Scenario by **Harry O. Hoyt**
Titles by **Holman Day** Editing by **Arthur Tavar**
Photography by **J. C. Van Trees** and **Roy Carpenter**
Settings designed by **Milton Menasco**

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383 Madison Avenue, New York

A First National Picture

YOUTH"

HE AUTHOR DARED NOT SIGN HIS NAME

In every section of the country they are talking about "Flaming Youth."

This extraordinary novel, with its startling description of modern society life, is sweeping the country like prairie fire with its sales.

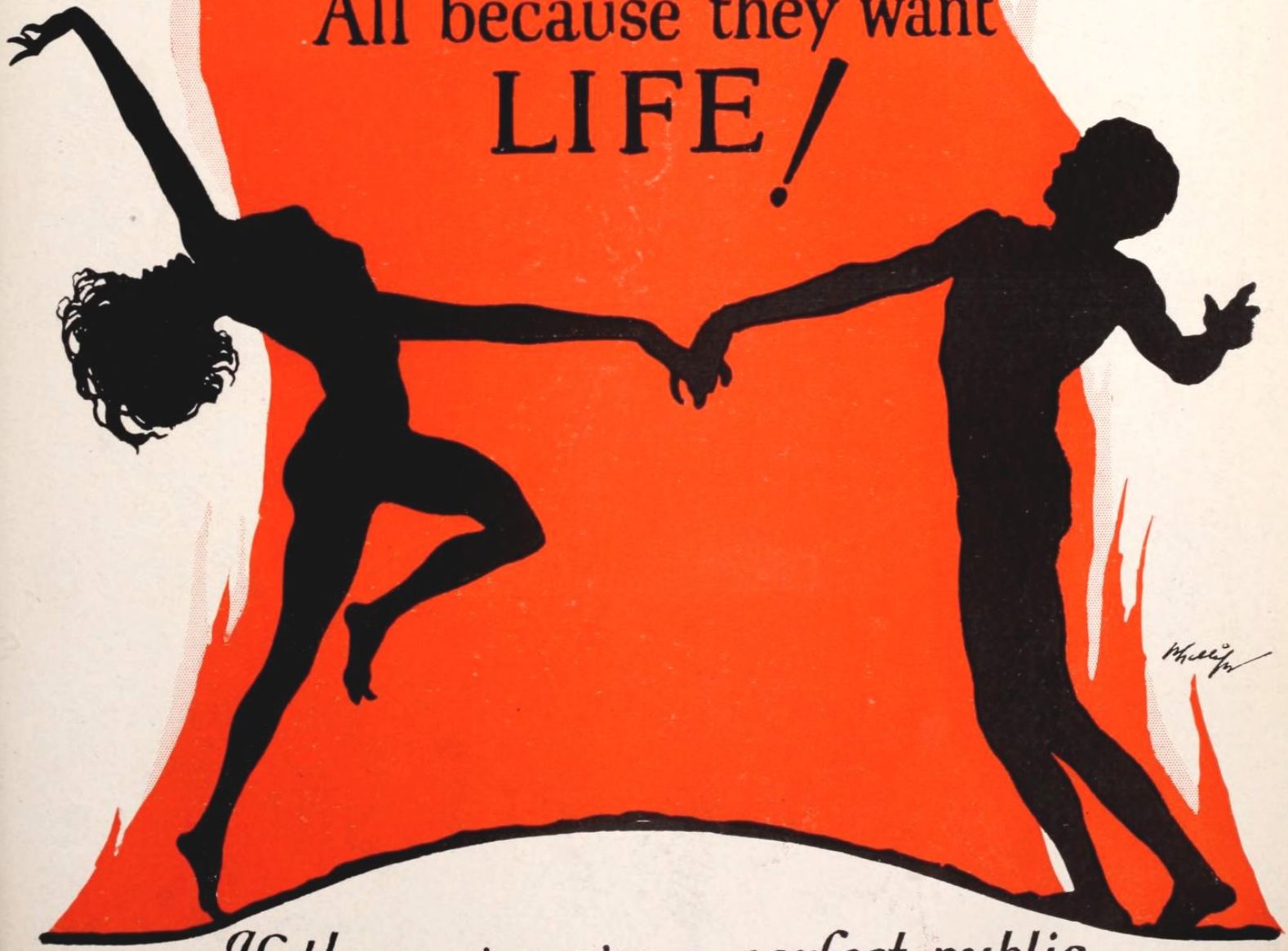
And what a picture it made. Here is beyond all doubt, judging it from every angle of showmanship, a theatre jammer of the biggest kind.

Directed by
JOHN FRANCIS DILLON

A First National Picture

"FLAMING YOUTH"

They seek - They find
They suffer - They pay
All because they want
LIFE!



If there was ever a perfect public appeal picture - - - This is it!

A First National Picture

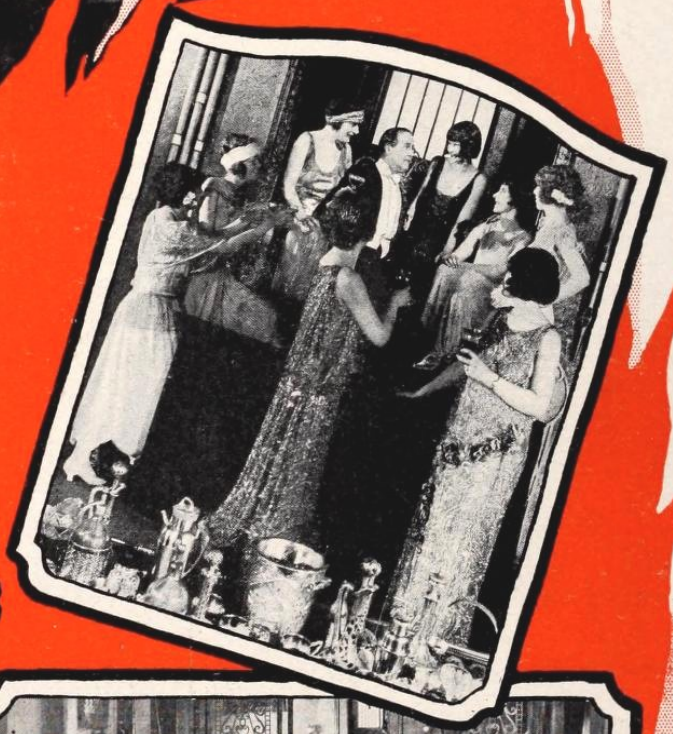
FIRST NATIONAL PICTURES

A PICTURE THEY'LL REMEMBER FOR YEARS

"FLAMING YOUTH"

Is a real prize for the showmen of the country

She was lost forever to reckless society—she had found Love!



FIRST NATIONAL PICTURES

A First National Picture

The New York "There were so many FLAMING yesterday, one could

One of the "BIG-10"

Featuring
COLLEEN MOORE
Supported by
MILTON SILLS
ELLIOTT DEXTER
SYLVIA BREAMER
MYRTLE STEDMAN
and BEN LYON

The public are demanding FIRST NATIONAL PICTURES - *do you show them?*

TRIBUNE said people who wanted to see YOUTH not get in or out of the theatre"

and for the benefit of the thousands who couldn't get in the first week—this great picture is being held over for a

SECOND WEEK!

Scenario by **Harry O. Hoyt**
Titles by **Holman Day** Editing by **Arthur Tavare**
Photography by **J. C. Van Trees** and **Roy Carpenter**
Settings designed by **Milton Menasco**

Directed by
JOHN FRANCIS DILLON

For a
PROSPEROUS NEW YEAR
book
FIRST NATIONAL FIRST

FIRST NATIONAL MONTH
JANUARY 1924

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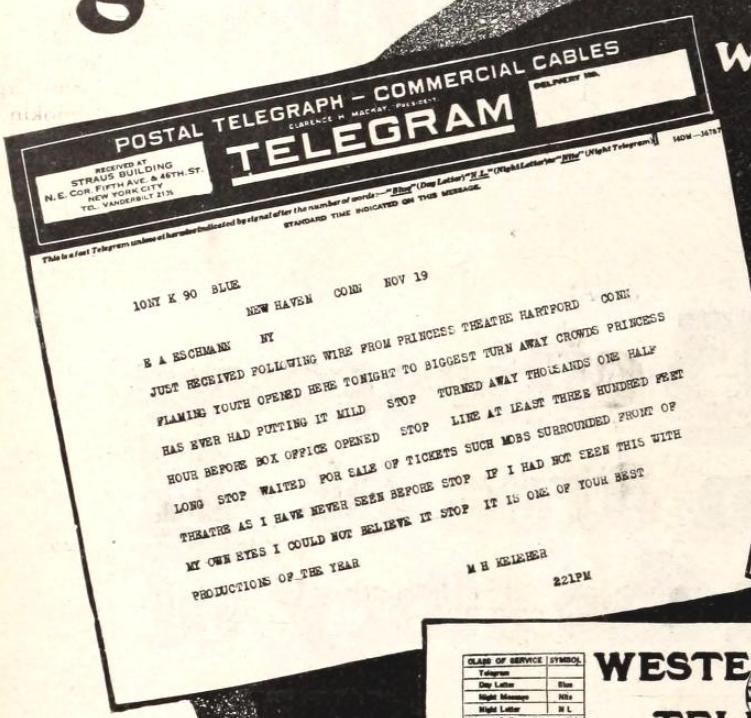
383 Madison Avenue, New York

Smash!-Smash!-Smash! go the box-office records

with



POSTAL TELEGRAPH – COMMERCIAL CABLES
CLARENCE H. MACKAY, PRESIDENT
TELEGRAM

RECEIVED AT STRAUS BUILDING N.E. COR. FIFTH AVE. & 46TH. ST. NEW YORK CITY TEL. VANDERBILT 2178

STANDARD TIME INDICATED ON THIS MESSAGE.

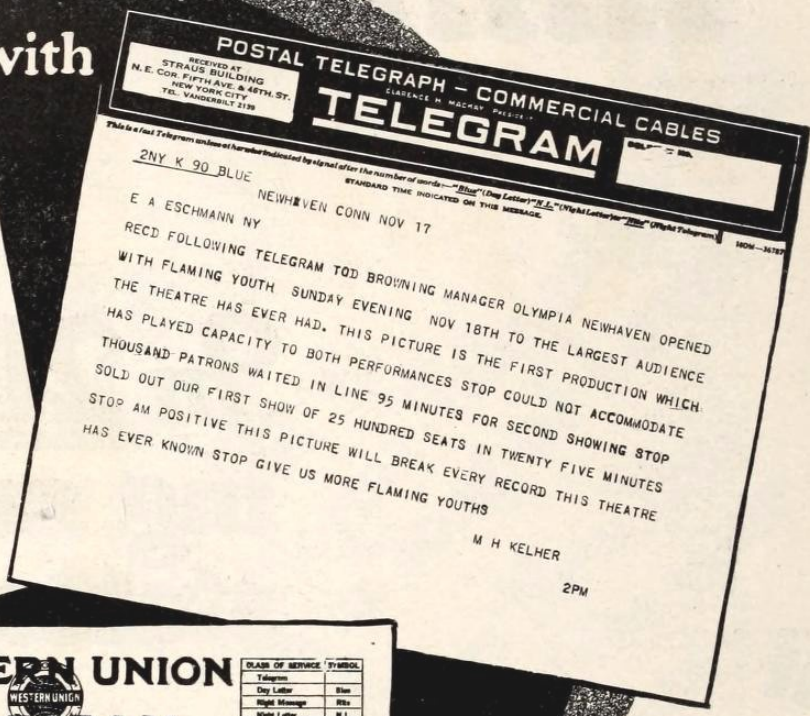
10NY K 90 BLUE
NEW HAVEN CONN NOV 19

E A ESCHMANN
NY

JUST RECEIVED POLLWING WIRE FROM PRINCESS THEATRE HARTFORD CONN
FLAMING YOUTH OPENED HERE TONIGHT TO BIGGEST TURN AWAY CROWDS PRINCESS
HAS EVER HAD PUTTING IT MILD STOP TURNED AWAY THOUSANDS ONE HALF
HOUR BEFORE BOX OFFICE OPENED STOP LINE AT LEAST THREE HUNDRED FEET
LONG STOP WAITED FOR SALE OF TICKETS SUCH MOBS SURROUNDED FRONT OF
THEATRE AS I HAVE NEVER SEEN BEFORE STOP IF I HAD NOT SEEN THIS WITH
MY OWN EYES I COULD NOT BELIEVE IT STOP IT IS ONE OF YOUR BEST
PRODUCTIONS OF THE YEAR

M H KELHER

221PM



POSTAL TELEGRAPH – COMMERCIAL CABLES
CLARENCE H. MACKAY, PRESIDENT
TELEGRAM

RECEIVED AT STRAUS BUILDING N.E. COR. FIFTH AVE. & 46TH. ST. NEW YORK CITY TEL. VANDERBILT 2139

STANDARD TIME INDICATED ON THIS MESSAGE.

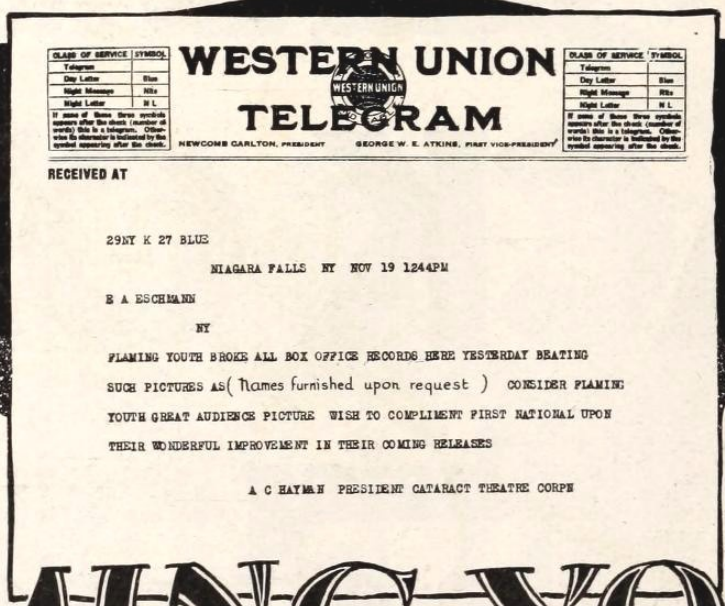
2NY K 90 BLUE
NEWHAVEN CONN NOV 17

E A ESCHMANN NY

RECD FOLLOWING TELEGRAM TOD BROWNING MANAGER OLYMPIA NEWHAVEN OPENED
WITH FLAMING YOUTH SUNDAY EVENING NOV 18TH TO THE LARGEST AUDIENCE
THE THEATRE HAS EVER HAD. THIS PICTURE IS THE FIRST PRODUCTION WHICH
HAS PLAYED CAPACITY TO BOTH PERFORMANCES STOP COULD NOT ACCOMMODATE
THOUSAND PATRONS WAITED IN LINE 95 MINUTES FOR SECOND SHOWING STOP
SOLD OUT OUR FIRST SHOW OF 25 HUNDRED SEATS IN TWENTY FIVE MINUTES
STOP AM POSITIVE THIS PICTURE WILL BREAK EVERY RECORD THIS THEATRE
HAS EVER KNOWN STOP GIVE US MORE FLAMING YOUTHS

M H KELHER

2PM



WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE | SYMBOL
Telegram
Day Letter | Blue
Night Message | Nite
Night Letter | N L

RECEIVED AT

29NY K 27 BLUE
NIAGARA FALLS NY NOV 19 1244PM

E A ESCHMANN
NY

FLAMING YOUTH BROKE ALL BOX OFFICE RECORDS HERE YESTERDAY BEATING
SUCH PICTURES AS(Names furnished upon request) CONSIDER FLAMING
YOUTH GREAT AUDIENCE PICTURE WISH TO COMPLIMENT FIRST NATIONAL UPON
THEIR WONDERFUL IMPROVEMENT IN THEIR COMING RELEASES

A C HAYMAN PRESIDENT CATARACT THEATRE CORPN

"One of the BIG 10"

Foreign Rights Controlled by Associated First National Pictures Inc. 383 Madison Avenue, New York

ASSOCIATED FIRST NATIONAL PICTURES INC., PRESENTS

"FLAMING YOUTH"

Featuring
COLLEEN MOORE
Supported by an all star cast comprising
Milton Sills, Elliott Dexter, Sylvia Breamer, Myrtle Stedman *and* Ben Lyon

For a prosperous New Year, book
FIRST NATIONAL FIRST

Directed by
JOHN FRANCIS DILLON
Scenario by HARRY O. HOYT
Titles by HOLMAN DAY
Editing by ARTHUR TAVARES
Photography by J.C. VAN TREES *and* ROY CARPENTER
Settings designed by
MILTON MENASCO

FIRST NATIONAL MONTH

You can count your profits before you ever play it!

Associated First National Pictures, Inc.

presents

"FLAMING YOUTH"

from the novel by "WARNER FABIAN"

featuring **COLLEEN MOORE**

Supported by an all-star cast comprising; MILTON SILLS, ELLIOTT DEXTER, SYLVIA BREAMER, MYRTLE STEDMAN *and* BEN LYON

Directed by
JOHN FRANCIS DILLON

The most sensational novel published in recent years becomes A First National Picture

FIRST NATIONAL PICTURES

Form 1204

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

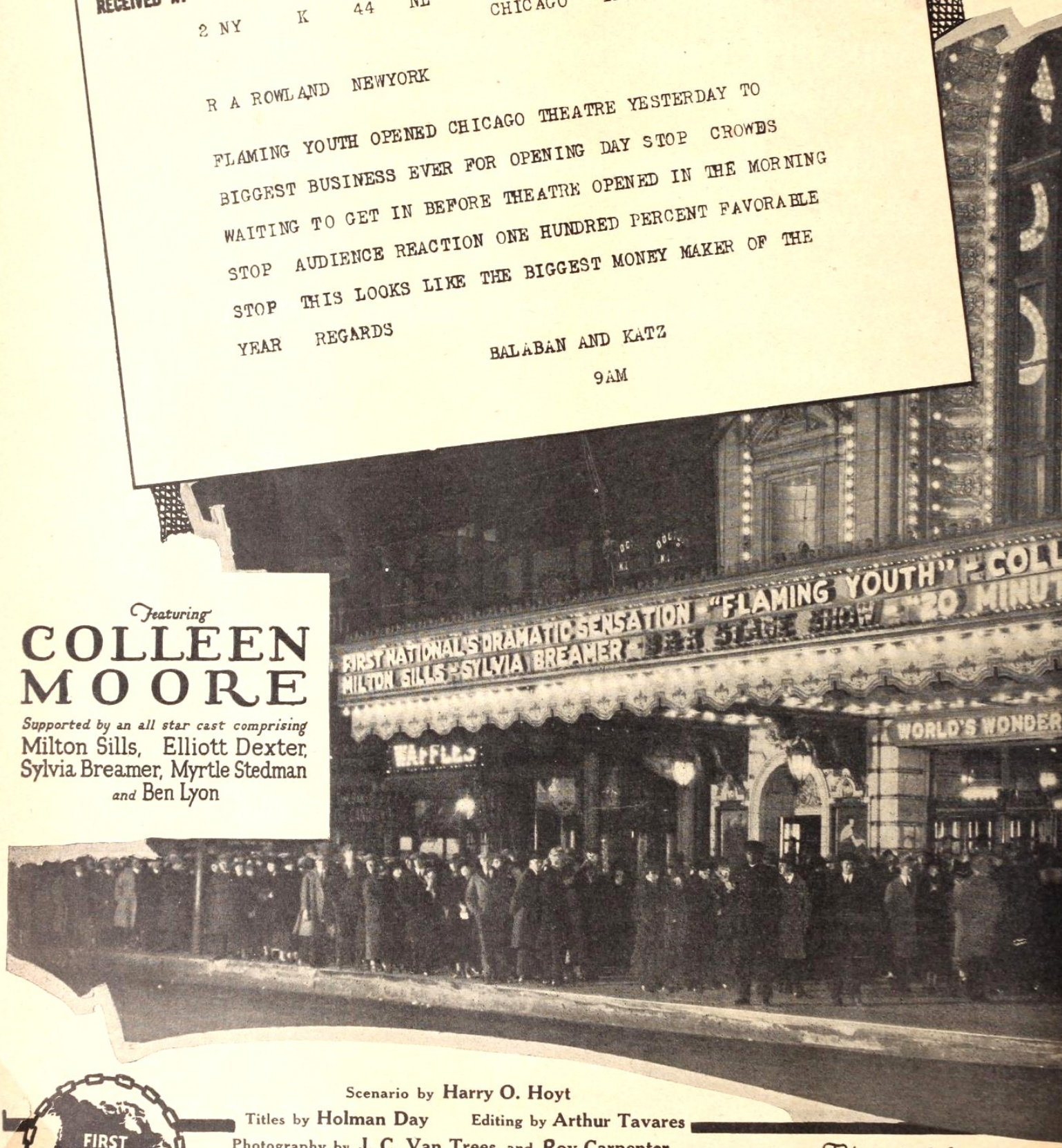
2 NY K 44 NL CHICAGO ILLS OCT 29

R A ROWLAND NEWYORK

FLAMING YOUTH OPENED CHICAGO THEATRE YESTERDAY TO BIGGEST BUSINESS EVER FOR OPENING DAY STOP CROWDS WAITING TO GET IN BEFORE THEATRE OPENED IN THE MORNING STOP AUDIENCE REACTION ONE HUNDRED PERCENT FAVORABLE STOP THIS LOOKS LIKE THE BIGGEST MONEY MAKER OF THE YEAR REGARDS

BALABAN AND KATZ

9AM



Featuring

COLLEEN MOORE

Supported by an all star cast comprising

Milton Sills, Elliott Dexter, Sylvia Breamer, Myrtle Stedman *and* Ben Lyon

FIRST NATIONAL PICTURES

Scenario by **Harry O. Hoyt**

Titles by **Holman Day** Editing by **Arthur Tavares**

Photography by **J. C. Van Trees** and **Roy Carpenter**

Settings designed by **Milton Menasco**

Directed by

JOHN FRANCIS DILLO

What "FLAMING YOUTH"

did for the Chicago Theatre -Chicago- it will do for YOU!

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

A First National Picture

FIRST NATIONAL PICTURES

1924

The Cosmopolitan Corporation *presents*

THROUGH THE DARK

with

Colleen Moore

Directed by

George Hill

Adapted by
Frances Marion

from the story by
Jack Boyle

A Fast-moving Picture Play with an absorbing Plot and a great love story. Now running on Broadway at legit prices

The "Flaming Youth" Girl

COLLEEN MOORE

scores again in an entirely different type of picture ~ They'll like

ASSOCIATED FIRST NATIONAL PICTURES INC.
PRESENTS

"PAINTED PEOPLE"

by RICHARD CONNELL

with

Colleen Moore

Supported by
BEN LYON, ANNA Q. NILSSON, MARY CARR,
RUSSEL SIMPSON, SAM deGRASSE, CHARLES MURRAY,
MARY ALDEN, BULL MONTANA, JUNE ELVIDGE

Scenario by ADELAIDE HEILBRON
Photography by RUDOLPH BERQUIST
and REGGIE LANNING
Art director MILTON MENASCO
Directed by CLARENCE BADGER

FIRST NATIONAL PICTURES

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383 Madison Avenue, New York

A First National Picture

—She'll make good on her pledge!

Another Triumph For Colleen Moore

"PAINTED PEOPLE," a First National production, featuring Colleen Moore. Written by Richard Connell. Directed by Clarence Badger. Length: 6,000 feet.

Miss Moore will never, apparently, do the best work of her career. Just at the time when everyone is pretty well convinced that she has set a standard for herself which she will never equal, along she comes in another picture and equals her former efforts in most respects and surpasses them in some. In this feature her work is truly inspirational nearly all the way through. She is supported by one of the best casts obtainable, and her work stands head and shoulders above the rest of them.

The picture is, in every way, very entertaining and well done.—*Says Exhibitors Herald*

ASSOCIATED FIRST NATIONAL PICTURES INC.
PRESENTS

"PAINTED PEOPLE"

by RICHARD CONNELL

with

Colleen Moore

Supported by
BEN LYON, ANNA Q. NILSSON, MARY CARR,
RUSSEL SIMPSON, SAM deGRASSE, CHARLES MURRAY,
MARY ALDEN, BULL MONTANA, JUNE ELVIDGE

Scenario by ADELAIDE HEILBRON
Photography by RUDOLPH BERQUIST
and REGGIE LANNING
Art director MILTON MENASCO
Directed by CLARENCE BADGER

FIRST NATIONAL PICTURES

A First National Picture

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"PAINTED PEOPLE"

Tells the story of two ambitious youngsters who refused to accept the principle of living as laid down by their father, namely: "Once a roughneck—always a roughneck."

So they step out and bust right into society, their only adviser being a book on "American Etiquette and Rules of Politeness" of 1882. Can't you imagine what happened when they appeared at a ball of the 1924—"Flaming Youth" type?

There was a riot. Here is indeed a very different picture.

ASSOCIATED FIRST NATIONAL PICTURES INC.
PRESENTS

"PAINTED PEOPLE"

by RICHARD CONNELL

with

Colleen Moore

Supported by
BEN LYON, ANNA Q. NILSSON, MARY CARR,
RUSSEL SIMPSON, SAM deGRASSE, CHARLES MURRAY,
MARY ALDEN, BULL MONTANA, JUNE ELVIDGE

Scenario by ADELAIDE HEILBRON
Photography by RUDOLPH BERQUIST
and REGGIE LANNING
Art director MILTON MENASCO
Directed by CLARENCE BADGER

COLLEEN MOORE

"The Flaming Youth Girl" shines just as brilliantly in this entirely different role as she did in her previous great success. She is certainly going to make good on her pledge.

FIRST NATIONAL PICTURES

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Associated First National Pictures Inc.
383 Madison Avenue, New York

A First National Picture

—hats off to Colleen again—

—The New York Sun and Globe said:

"'Painted People' is something to see because Colleen Moore is the leading spirit. In case you don't know much about Colleen, we advise your getting acquainted with her immediately. Her acting in 'Painted People' is as much an advent in screen circles as the acting of Pola Negri in her first German films. She proves that she isn't a 'screen star,' but an actress. 'Painted People' gives her the opportunities of a life time."

ASSOCIATED FIRST NATIONAL PICTURES INC.
PRESENTS

"PAINTED PEOPLE"

by RICHARD CONNELL

with

Colleen Moore

Supported by
BEN LYON, ANNA Q. NILSSON, MARY CARR,
RUSSEL SIMPSON, SAM deGRASSE, CHARLES MURRAY,
MARY ALDEN, BULL MONTANA, JUNE ELVIDGE

Scenario by ADELAIDE HEILBRON
Photography by RUDOLPH BERQUIST
and REGGIE LANNING
Art director MILTON MENASCO
Directed by CLARENCE BADGER

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383 Madison Avenue, New York

FIRST NATIONAL PICTURES

A First National Picture

First National Pictures Inc. *presents*

"The PERFECT FLAPPER"

with

COLLEEN MOORE

Adapted from the story by JESSIE HENDERSON
Directed by
JOHN FRANCIS DILLON

Supported by
SYDNEY CHAPLIN
Frank Mayo
Phyllis Haver

the greatest audience clean-up on the market!

the biggest picture this popular star has ever made!

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

A First National Picture

FIRST NATIONAL PICTURES

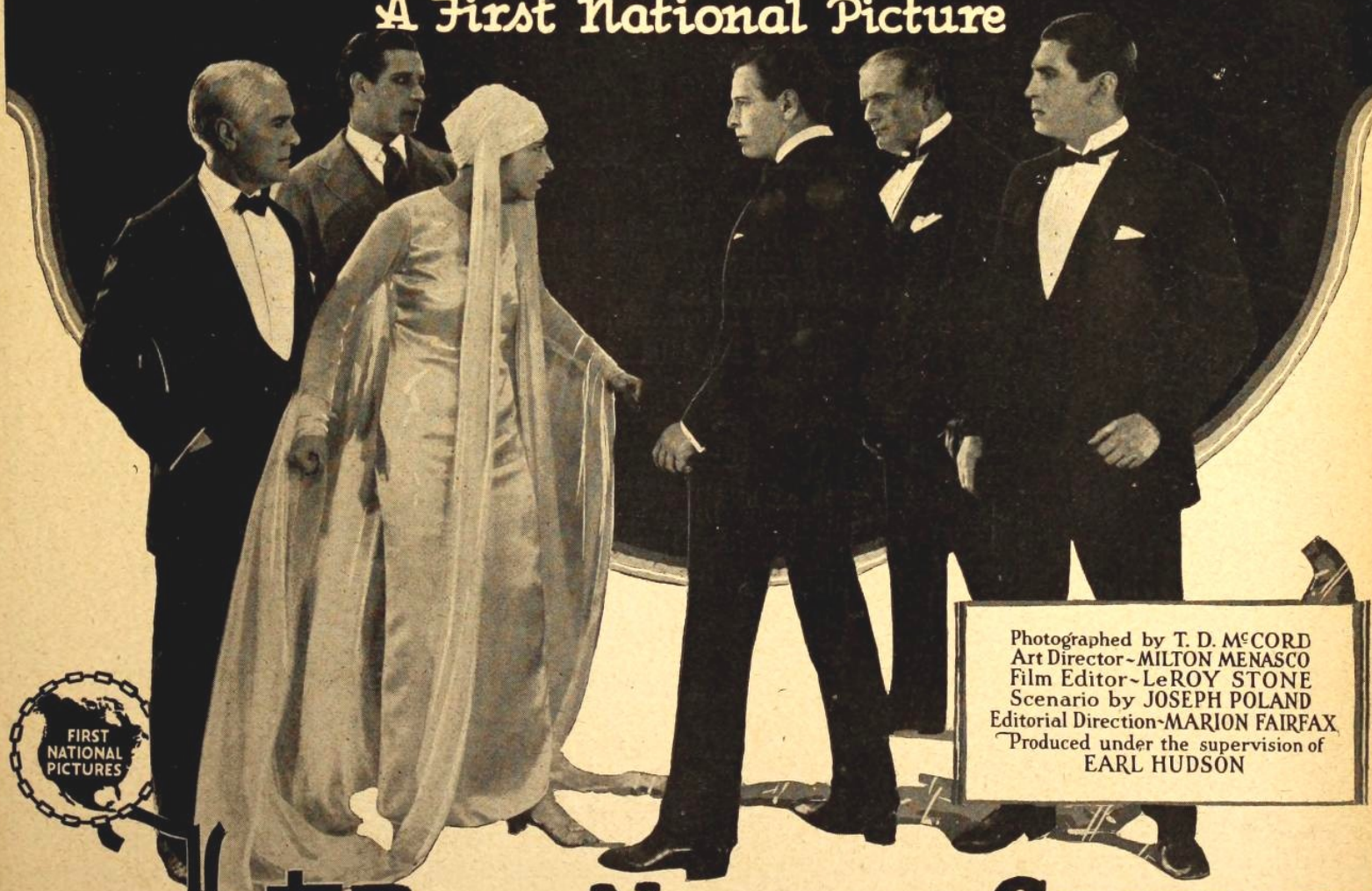
man! If you want a real go-getter--go get this one!

FIRST NATIONAL PICTURES Inc.
presents

"FLIRTING *with* LOVE"

Colleen Moore *with* *and* Conway Tearle

Adapted from LeRoy Scott's great novel "COUNTERFEIT"
Directed by JOHN FRANCIS DILLON
A First National Picture



Photographed by T. D. McCORD
Art Director-MILTON MENASCO
Film Editor-LeROY STONE
Scenario by JOSEPH POLAND
Editorial Direction-MARION FAIRFAX
Produced under the supervision of
EARL HUDSON

FIRST NATIONAL PICTURES

That FIRST NATIONAL CONTRACT is just sizzling with great big hot money makers for you!

"The type of picture that the public seems to like and I have no doubt it will bring many shekels into the coffers"~

New York American

~and it sure will for any Exhibitor anywhere

FIRST NATIONAL PICTURES Inc.
presentation

"FLIRTING *with* LOVE"

With

Colleen Moore *and* Conway Tearle

Adapted from LeRoy Scott's great novel "COUNTERFEIT"

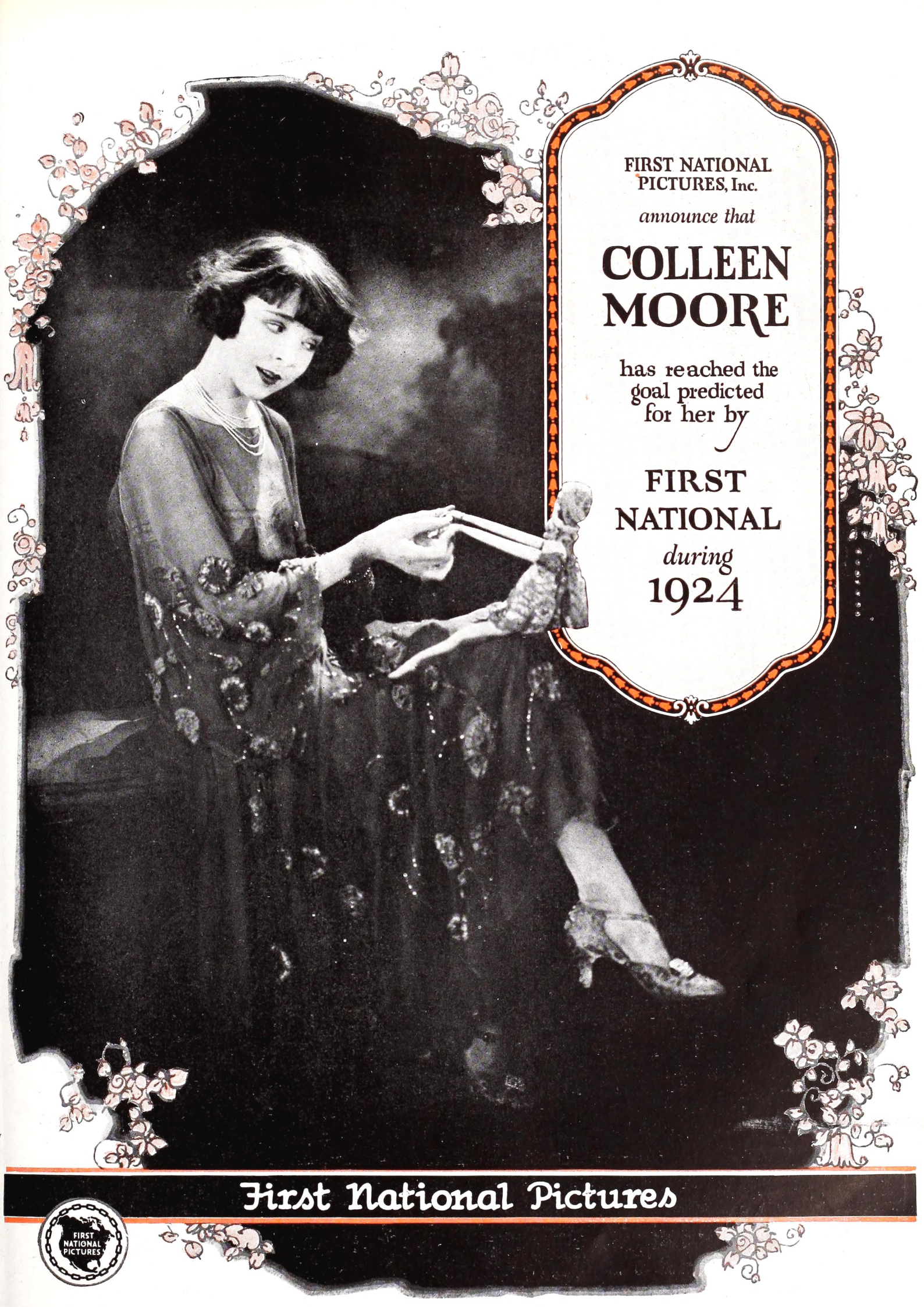
Directed by JOHN FRANCIS DILLON

Photographed by T. D. McCORD
Art Director~MILTON MENASCO
Film Editor~LeROY STONE
Scenario by JOSEPH POLAND
Editorial Direction~MARION FAIRFAX
Produced under the supervision of
EARL HUDSON

Foreign Rights Controlled by
Associated First National Pictures Inc.
383 Madison Avenue, New York

FIRST NATIONAL PICTURES

The New Season's as big as the pictures you show.
A FIRST NATIONAL CONTRACT
assures you the biggest you ever had!


FIRST NATIONAL PICTURES, Inc.
announce that
COLLEEN MOORE
has reached the goal predicted for her by
FIRST NATIONAL
during
1924
First National Pictures
FIRST NATIONAL PICTURES

COLLEEN MOORE

by her brilliant success in those great FIRST NATIONAL PICTURES ~ "Flaming Youth" ~ "Painted People" ~ "The Perfect Flapper" and "Flirting with Love" will be

STARRED

in her next picture ~ an adaptation of EDNA FERBER'S best seller
Adapted and supervised by EARL HUDSON
Directed by CHARLES BRABIN

"SO BIG"

ONE OF ANY YEAR'S

FIRST NATIONAL PICTURES

What a triumph from Miss Moore!
What an achievement for FIRST NATIONAL!
What a wonderful box-office production for any exhibitor!
"SO BIG" will be one of the outstanding pictures of any year—and for Miss Moore an accomplishment that will carry her to the highest peaks of stardom!
A First National Picture
FIRST NATIONAL PICTURES

GREATEST PICTURES

1925

Here I is!

First National Pictures Inc-presents

COLLEEN MOORE

in

"SALLY"

From Florenz Ziegfelds *musical comedy* — *By* Guy Bolton, *author, and* Jerome Kern, *composer*

With Lloyd Hughes *and* Leon Errol — *Directed by* Alfred E. Green

Editorial Direction & Continuity by June Mathis — *Art Director* E.J. Shulter — *Photographer* T.D. McCord.

Assistant Director Jack Boland

And I'm the greatest little package of "SILVER LINING" your theatre has seen for many moons. Yes sir I'm a

First National Picture

Foreign Rights Controlled by
First National Pictures Inc.
383 Madison Avenue, New York

Members *of* Motion Picture Producers *and* Distributors of America Inc.—Will Hays *President*

FIRST NATIONAL PICTURES

A FIRST NATIONAL Special

First National Pictures Inc.
presents

"SALLY"

The Nation's most sensational Musical Comedy Success since "The Merry Widow" brought to the screen

Starring

COLLEEN MOORE

Adapted by JUNE MATHIS

Directed by AL GREEN

Supported by LLOYD HUGHES *and* LEON ERROL *(creator of the stage role)*

FIRST NATIONAL PICTURES

They knew what

—Here's just a few of the book COLLEEN MOORE'S

STRAND, Brooklyn, N. Y.
STRAND, Albany, N. Y.
METROPOLITAN, Atlanta, Ga.
OLYMPIA, Worcester, Mass.
GORDON'S OLYMPIA, Boston, Mass.
PANTHEON, Toledo, O.
TIVOLI, Jersey City, N. J.
GRAND, Pittsburg, Pa.
LIBERTY, Pittsburg, Pa.
PALACE, Muscatine, Ia.
CAPITOL, Davenport, Ia.
STRAND, Emporia, Kans.
VARSITY, Florence, Kans.
TROY, Troy, N. Y.
MARSHALL, Manhattan, Kans.
MAIN ST., Kansas City
CENTRAL, Jersey City, N. J.
OLYMPIA, New Bedford, Mass.
PASTIME, Union Hill, N. J.
LINCOLN, Union Hill, N. J.
DeWITT, Bayonne, N. J.
U. S., Hoboken, N. J.
VICTOR, McKeesport, Pa.
PENN, New Castle, Pa.

First National Pictures, Inc.
presents

COLLEEN MOORE

in

"SALLY"

The big "Silver Lining"

they wanted!

theatres who are flocking to greatest picture:

NEW GRAND CENTRAL, St. Louis
WEST END, St. Louis
LYRIC, St. Louis
CAPITOL, St. Louis
CHICAGO, Chicago, Ill.
CIRCLE, Indianapolis
WARFIELD, San Francisco
GARRICK, Duluth, Minn.
LOEW'S STATE, Los Angeles
ARSENAL, St. Louis
BROADWAY, Muskogee, Okla.
EMPRESS, Oklahoma City
ORPHEUM, Haskell, Okla.
MURRAY, Ponca City, Okla.
STRAND, Ottumwa, Ia.
STRAND, Clinton, Ia.
CAPITOL, Des Moines, Ia.
PALACE, South Bend, Ind.
LERNER, Elkhart, Ind.
CALIFORNIA, Stockton, Cal.
CAPITOL, Sacramento, Cal.
CALIFORNIA, San Jose, Cal.
STATE, Minneapolis
REGENT, Eveleth, Minn.
STRAND, Morris, Minn.
LIBERTY, Long Beach, Cal.
YOST, Santa Ana, Cal.
STRAND, Greensburg, Pa.

RIVOLI, Baltimore, Md.
STRAND, Syracuse, N. Y.
MAJESTIC, Bridgeport, Conn.
STRAND, New Orleans, La.
RIALTO, Omaha, Neb.
PRINCESS, Sioux City, Ia.
EMPRESS, Oklahoma City
LINCOLN, Belleville, Ill.
HIPPODROME, Alton, Ill.
WILDEY, Edwardsville, Ill.
SIGMA, Lima, O.
STRAND, St. Charles, Mo.
EMPRESS, Oklahoma City
STATE, Dayton, O.
POWHATTAN, Maplewood, Mo.
EAGLE, Pana, Ill.
CALIFORNIA, Bakersfield, Cal.

STRAND, Hartford, Conn.
CAPITOL, St. Paul, Minn.
GARDEN, Paterson, N. J.
PALACE, Nokomis, Ill.
MINER'S, Collinsville, Ill.
OLYMPIA, New Haven, Con
GARDEN, Charleston, S. C.
JEWEL, Helena, Ark.
STRAND, Robinson, Ill.
PALACE, Kenneth, Mo.
AUDITORIUM, Winston-Salem, N.
GARDEN, Charleston, S. C.
BALBOA, San Diego, Cal.
T. & D., Oakland, Cal.
PEOPLES, Superior, Wisc.
KINEMA, Fresno, Cal.
SOUTHERN, Columbus, O.

From FLORENZ ZIEGFELD'S musical comedy
By GUY BOLTON, author and JEROME KERN, composer
with LLOYD HUGHES and LEON ERROL
Editorial Direction and Continuity by JUNE MATHIS
Directed by . . . . . ALFRED E. GREEN
Art Director . . . . . E. J. SHULTER
Photographer . . . . . T. D. McCORD
Assistant Director . . . . . JACK BOLAND

A First National Picture

FIRST NATIONAL PICTURES

Picture for all exhibitors

Foreign Rights Controlled by First National Pictures Inc. 383 Madison Avenue, New York

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

None Better!

Foreign Rights Controlled by
First National Pictures Inc.
383 Madison Avenue, New York

FIRST NATIONAL PICTURES

Cinematographer . T.D. McCord
Art Director . . . E.J. Shulter
Film Editor . . George McGuire

A whale of a 1 sheet—
Get it at any
First National
Exchange

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

Hot weather or cold You're getting values!

Where!—

Where we ask—
is there any
one group on
the market
right now
that can com-
pare to these!

June to September

1 *from* Norma Talmadge
"GRAUSTARK"

1 *from* Constance Talmadge
"HER SISTER *from* PARIS"

1 *from* Colleen Moore
"*The* DESERT FLOWER"

1 *from* Corinne Griffith
"*The* MARRIAGE WHIRL"

2 *from* Milton Sills
"*The* MAKING *of* O'MALLEY"
"*The* KNOCKOUT"

1 *with* Barbara LaMarr
"*The* WHITE MONKEY"

1 *from* Edwin Carewe
"*The* LADY WHO LIED"

1 *from* John M. Stahl
"FINE CLOTHES"

1 *from* Levee–Cummings
"JUST A WOMAN"

1 *with* Doris Kenyon
"*The* HALF WAY GIRL"

1 *from* Frank J. Carrol
"*The* SCARLET WEST"

First National Pictures

First National Pictures

best by test

–playing the tune everybody loves!

profits! lots of it!

First National Pictures Inc. presents

COLLEEN MOORE

in DON MULLALLY'S Stage Success

"The Desert Flower"

with LLOYD HUGHES

Directed by IRVING CUMMINGS

Written for the screen by JUNE MATHIS, Editorial Director

Cinematographer T. D. McCord . . . Art Director E. J. Shulter

Film Editor George McGuire

First National Pictures

Foreign Rights Controlled by First National Pictures Inc. 383 Madison Avenue, New York

another First National patronage building hit!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

Every picture is a big money maker ~

DESERT FLOWER. (6,837 feet). Star, Colleen Moore. Did not look for any great knockout on this because Colleen has been hitting too close on one hundred per cent on her recent pictures and the law of averages did not warrant another "Sally." However, I sure got a surprise because it was a close second to "Sally" and pleased fine and drew very good in torrid weather. Welcome home, Colleen. Joe Hewitt, Strand Theatre, Robinson, Illinois.

Foreign Rights Controlled by
First National Pictures Inc.
383 Madison Avenue, New York

First National Pictures

and it's a First National Picture

Members of Motion Picture Producers and Distributors of America Inc.~Will Hays President

Hotsy Totsy!
How She Charlestons!
She's rocked the old town
often before~
But this time~~
C'mon over

JOHN McCORMICK
PRESENTS
COLLEEN
Adapted from
Israel Zangwill's
stage success
Directed by
John Francis Dillon
June Mathis,
Editorial Director
Art Director
E. J. Shulter
Cinematographer
T. D. McCord
She starts the Newest Box-Office

MOORE IN "We Moderns"

Since "Flaming Youth" two years ago no picture has scored the sensation that "We Moderns" will make. Good-bye flappers! Good-bye Jazz! Colleen Moore has hit the new answer to what the public wants. It's Life in the London style—as sparkling, swift and surprising as Zangwill's brilliant play paints it!

First National Pictures

Wad

Craze! It's Your Big Money Maker!

Terrific!

—and you see every moment of it!

The earth is too safe for these sky-larkers. Up they go—3,000 feet up in a giant dirigible, reveling in the purple night. Saxophones wail, laughter floats above the whirr of propellers.

We Moderns charleston in the clouds. And up there one girl—one wild-eyed, frenzied little escapader—learns the terror of it, just before an aeroplane, rushing from darkness, crashes the dirigible down. They sink in flames!

There's the screen's most vivid climax. Portrayed in color, that scene crowns with thrill upon thrill the thousand moments of dramatic grip, laughter, surprise and poignancy of COLLEEN MOORE'S unparalleled hit! You'll learn about winners from her!

First National Pictures

reign Rights Controlled by
First National Pictures Inc.
Madison Avenue, New York

A First National Picture

The public was unanimous. And "We Moderns" is getting all the money on Broadway!

IT started a box-office craze at the Mark Strand last Sunday and you haven't been able to get near the lobby ever since. Crowds! Crowds coming and coming to enjoy Colleen Moore's big winner; to laugh with her, to thrill at the spectacular aerial disaster of the climax. And those crowds prove what every exhibitor knows. What's in the picture counts more than what the reviewers say.

At the box-office "We Moderns" is an absolute sensation!

JANUARY

First National Pictures

FIRST NATIONAL MONTH

Real Shaves
Ever-Ready
SAFETY
RAZOR
ROYAL
FISK TIRES
RADIO
CAPITOL
HYDROX
ICE CREAM
Maxwell House Coffee
Good to the last drop
VALET
AUTOSTROP
RAZOR
Sharpens itself
FOLLOW THE
ARROW AND
YOU FOLLOW
THE STYLE
ARROW
COLLAR
into a high hat
John McCormick
presents
Colleen Moore
in
"WE MODERNS"
Adapted from Israel Zangwill's stage success
Directed by John Francis Dillon
June Mathis . . . . . Editorial Director
Art Director E. J. SHULTER . . . . Cinematographer T. D. McCORD
You'll learn about winners from her!
"Sure! that's getting to be a habit with me and the girl friend!"
First National Pictures

All set for a smashing engagement at N.Y. STRAND
"Best since "Flaming Youth"" N.Y. Morning Telegraph
Exceptional business at Rialto Omaha, despite strong competion
"Expect it to surpass all previous Colleen Moore engagements over West Coast Circuit" A.M. BOWLES
Did the best week's business of 1925 at Loew's State, L.A.
"A READY-MADE BOX-OFFICE SUCCESS" Motion Picture News
"AS MUCH SUCCESS as 'FLAMING YOUTH'" Indianapolis Times
Omigosh! She's high-hatting our very best box-offices
First National Pictures

John McCormick presents

COLLEEN MOORE

in the newest kind of hit

"We Moderns"

You'll learn about WINNERS from her!

Israel Zangwill's stage success

Directed by John Francis Dillon

June Mathis Editorial Director

JOHN McCORMICK presents
COLLEEN MOORE
in
"We Moderns"
Adapted from ISRAEL ZANGWILL'S stage success
Directed by . . JOHN FRANCIS DILLON
JUNE MATHIS . . . Editorial Director
Art Director E. J. SHULTER . . . . Cinematographer T. D. McCORD
Hot Heels
is stepping high!
"Best week of the year at Loew's State Theatre. Leads all L.A. houses."
"As much success as Flaming Youth" - Indianapolis Times
Exceptional business at Rialto, Omaha - despite terrific competition!
"Even more dizzy and unbridled than its predecessors, it runs a fast, almost fantastic pace!" St. Louis Globe-Democrat

HERE'S what exhibitors think of Colleen Moore. The Motion Picture News Box-Office Check-Up of Nov. 14th gave her an average of 77.3% on her three current listed pictures, exceeding the average of all other stars! *That's performance!*

First National Pictures

Foreign Rights Controlled by First National Pictures Inc. 383 Madison Avenue, New York

January starts the *big New Year* First National Month

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

JOHN McCORMICK PRESENTS

COLLEEN MOORE IN WE MODERNS

Paste this in your hat for a start!

COLLEEN MOORE'S 'WE MODERNS' BEST

Los Angeles World Premiere Gets Verdict of Good Box-Office Hit Anywhere.

(Special Dispatch to The Morning Telegraph.)

HOLLYWOOD, Nov. 7.—The world premiere of "We Moderns," starring Colleen Moore, took place to-night at Loew's State Theatre, Los Angeles. There were capacity crowds all day for this first picture under Miss Moore's new First National contract, presented by John E. McCormick.

The film was well received, and the opinion is that it is a box-office hit, whether offered in a small town or a key city. It is regarded as Miss Moore's best film since "Flaming Youth."

First National Pictures

1926

Nobody ever believed there could be such an astonisher!

JOHN McCORMICK presents

Colleen Moore

In her greatest comedy achievement

IRENE

Adapted from the famous musical comedy triumph

James Montgomery, Author
Harry Tierney and Joseph McCarthy, Composers

with LLOYD HUGHES
GEORGE K. ARTHUR
and CHARLIE MURRAY

Directed by
ALFRED E. GREEN

JUNE MATHIS
Editorial Director

A First National Picture

First National Pictures

The world's greatest fashion show.

COLLEEN MOORE IN "IRENE HAS SENSATIONAL TRY-OU

(By Wire to Film Daily)

MAMARONECK, WED. FEB. 10, (12:20 a. m.)—Applause Colleen Moore has just ended after the most enthusiastic view in the industry's history. The capacity audience at Playhouse clamored to see the picture again and many refu to leave the theatre until the last two reels containing fashion-parade in colors had been re-screened. Disintere film-men present rate the comedy, drama and style-revue at 1 each at the box-office, and the combination of the three g shows in one makes "Irene" the year's surest hit.

Thank

First National tha
Film Daily for hol
its presses to rec
news of the "Ire
premier at Mam
neck; and while acc
ing full responsib
for any delay in
delivery of Film D
to its readers, F
National believes
news of an even
important to exh
tors is well worth
ing for!

First National Pictures

"Ain't that the truth! A big picture always has lots of imitators, BUT - - - - - !"

From the famous musical comedy by James Montgomery, author; Harry Tierney and Joseph McCarthy, composers. With LLOYD HUGHES, George K. Arthur and Charles Murray

So—

THIS SPACED RESERVED

FOR MORE RECORDS THAT HAVE BEEN BROKEN SINCE THIS AD WAS WRITTEN—BECAUSE "IRENE" IS BREAKING THEM EVERY DAY!

John McCormick presents
COLLEEN MOORE
in her greatest comedy achievement
"IRENE"
Adapted from the famous musical comedy triumph
James Montgomery, Author, Harry Tierney and Joseph McCarthy, Composers
with LLOYD HUGHES
GEORGE K. ARTHUR and CHARLES MURRAY
Directed by Alfred E. Green, June Mathis Editorial Director

A First National Pictu

as predicted

(altho we were too modest to say so in advance)

Colleen Moore

in her greatest comedy achievement

"IRENE"

holds over for two weeks at the New York Strand

Presented by John McCormick

Adapted from the famous musical comedy triumph
James Montgomery, Author, Harry Tierney and
Joseph McCarthy, Composers

with LLOYD HUGHES
GEORGE K. ARTHUR and CHARLES MURRAY

Directed by Alfred E. Green, June Mathis Editorial Director

16 Records Fell Last Week—this makes another
—and Irene keeps hitting in high, knocking 'em
over wherever she plays—the more she plays—
the more records she breaks—Say, Irene is just the
most wonderful box office attraction of the age.

75,000 people at one week's showing at the STRAND --and next week she'll play to bigger crowds than that!

A First National Picture

First National Pictures

Remember "SALLY" Now

John McCormick presents

COLLEEN

The greatest stage successes and best

comes bigger news!

MOORE

in the most popular musical ~ comedy of the decade

"IRENE"

Colleen's the box-office wizard and "Irene's" the box-office bewitcher!

"Sally," "So Big" and "We Moderns" setting a high standard for 1925, proved Colleen Moore's drawing power. Now, added to that, comes the play by James Montgomery which drew to capacity on Broadway for two years, went on the road with six companies, and is still playing!

Sumptuously produced, with Colleen Moore's piquancy, her genius for laughter and tears perfectly mirrored; directed by Alfred E. Green; June Mathis, editorial director — "Irene" is the picture you'll play and bring back for a return engagement even bigger than the first.

ippity-witch
rene O'Dare

Also
"MISS NOBODY"
adapted from
"SHEBO"
the newspaper serial
by TIFFANY WELLS
to be followed by
"TWINKLE TOES"
by THOMAS BURKE

Sellers stud First National's program

For you Colleen because you made Irene —broke 16 records in one big week — held over for two weeks at the New York Strand —played to S. R. O. at the Los Angeles Million Dollar Theatre at 3.30 per seat—Oh, Colleen a shamrock for you— we just love you.

John McCormick *presents*

Colleen Moore

in her greatest comedy achievement

"IRENE"

Adapted from the famous musical comedy triumph
James Montgomery, *Author*, Harry Tierney *and*
Joseph McCarthy, *Composers*

with LLOYD HUGHES
GEORGE K. ARTHUR *and* CHARLES MURRAY
Directed by Alfred E. Green, June Mathis *Editorial Director*

John McCormick presents

Colleen Moore in IRENE

3 great shows in one!

~a comedy wow!
~a dramatic gem!
~and the whole world of fashion on parade!

Adapted from the famous musical comedy triumph.
James Montgomery, Author, Harry Tierney and Joseph McCarthy, Composers, with
Lloyd Hughes
George K. Arthur
and Charlie Murray
Directed by Alfred E. Green
Mathis, Editorial Director

First National Pictures

THE BEST-KNOWN SHOW IN AMERICA

41 Key-Cities play "Irene" simultaneously, week of February 21st.

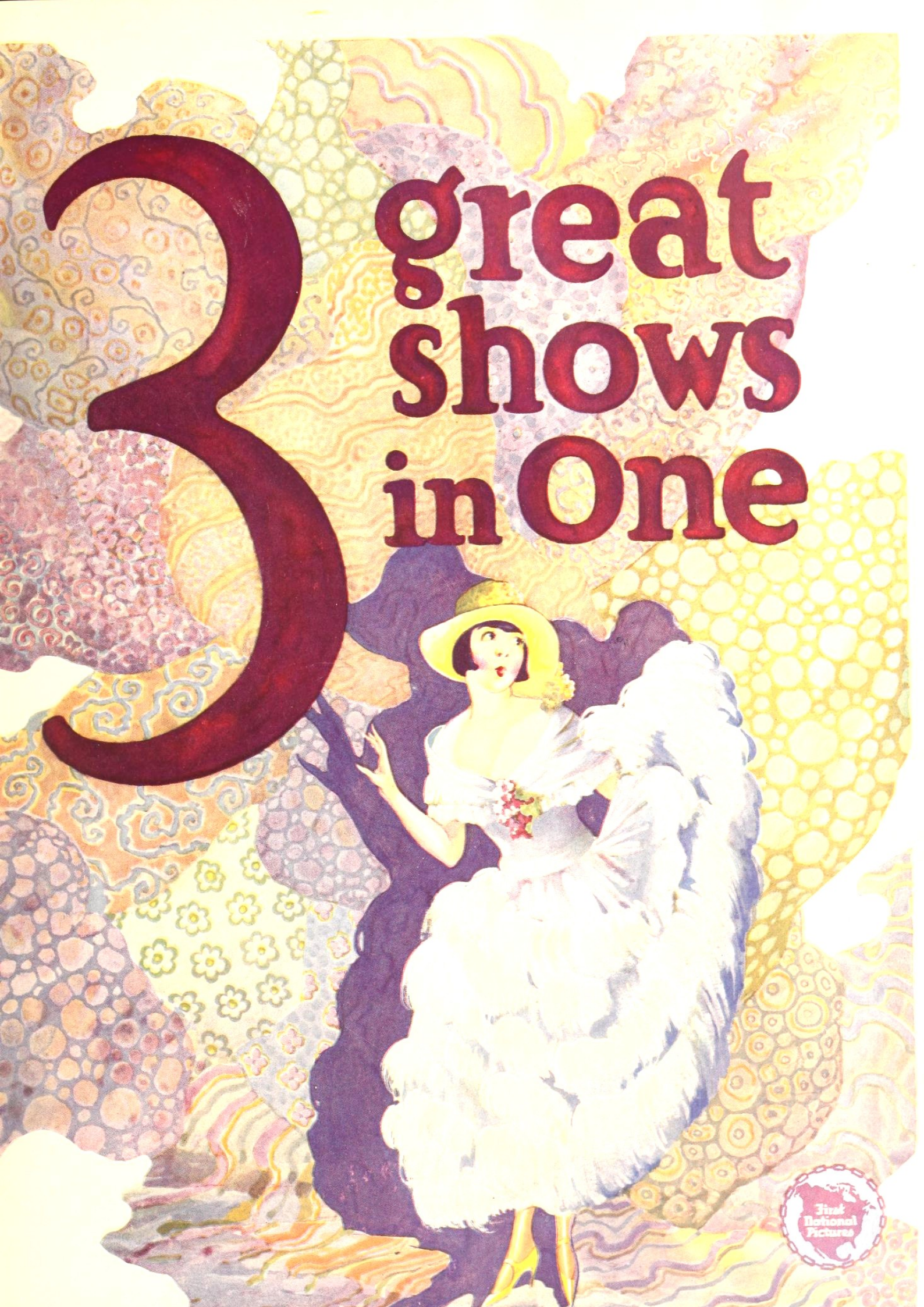
More power to their box-offices, bedad!

A First National Pictu

Members of Motion Picture Producers and Distributors of America Inc.~Will Hays President

In her sweet little Alice
She's smashing
3 great shows in one
– backed by the strongest advertising campaign ever put behind a special!
First National Pictures

3 great shows in One



First National Pictures

John McCormick presents
Colleen
THEY'RE dazzling; they're gorgeous – Colleen Moore and Hollywood's Hundred Beauties, revealing modes to amaze you! Even the artist who has pictured just a few of them here from life, couldn't mirror the shimmering, silken thrill —the color and eye-delight—of "Irene's" indescribable style-revue!
If there were only that, "Irene" would be a sensation—but there's more. It's THREE GREAT SHOWS IN ONE!
Cardiff
The World's Greatest

Moore

In her greatest comedy achievement

IRENE

Adapted from the famous musical comedy triumph
Author, James Montgomery, *Composers,* Harry Tierney
and Joseph McCarthy

First National Pictures

Fashion Show-in colors!

Blue Gown the old records down!

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

37 NY K 4 3

DETROIT MICH 148 PM FEB 15

NED MARIN NY

OPENED TO WONDERFUL BUSINESS WITH COLLEEN MOORE IREN
PRODUCTION STOP AUDIENCE WILDLY ENTHUSIASTIC STOP
CONSIDER PICTURE AS A WINNER STOP AM PLAYING IT IN RU
HOUSE STOP

GEORGE W TRENDLE

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

Form 1204

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

20NY K 21 NL

HARTFORD CONN FEB 15

A W SMITH NEW YORK

DESPITE UNUSUAL STORMY WEATHER INDICATIONS POINT TO
A RECORD BUSINESS FOR IRENE PATRONS ARE ENTHUSIASTIC
IN THEIR PRAISE OF PICTURE

I H HOFFMAN

John McCormick presents

COLLEEN MOORE

in her greatest comedy achievement

"IRENE"

Adapted from the famous musical comedy triumph
James Montgomery, *Author*, Harry Tierney *and*
Joseph McCarthy, *Composers*

with LLOYD HUGHES
GEORGE K. ARTHUR *and* CHARLES MURRAY
Directed by Alfred E. Green, June Mathis *Editorial Director*

A First National Picture

COLLEEN

The Best-Known Show in America Today

TWO years on Broadway; season after season throughout the country—in every city and town capacity audiences await "Irene."

Colleen Moore's Hit of Hits

is Tippity-Witch Irene O'Dare—out of a shanty into a mansion; out of heaven into your heart. "She's sure-fire in this rib-rocking version of the stage success, abetted by gags that bomb the audience with laughter," says Exhibitor's Review.

"Irene" Scores Phenomenally!

What happened in the forty-eight key-cities that played "Irene" simultaneously? Wires and letters spread the big news. Records broken! Audiences wildly enthusiastic! First National registers another knock-out!

Broadway never gave you

MOORE
makes "IRENE"
a comedy wow and
a dramatic gem!
with
LLOYD HUGHES
George K. Arthur
Charles Murray
Directed by
ALFRED E. GREEN
JUNE MATHIS
Editorial Director
A First National Picture
First National Pictures
RALPH ILIGAN
a bigger box-office hit!

It beats Barnum
– the way First National is pulling in millions to see "IRENE"

NATIONAL ADVERTISING, appearing now in Saturday Evening Post, Liberty, Photoplay, Motion Picture, Screenland, Classic and Film Fun will be carried into farm and rural publications to build "Irene" for big cities and small towns with equal power.

SYNDICATED NEWSPAPER FEATURES and daily comic strips.

MAGNIFICENT ACCESSORIES include special style-show posters and original fashion sketches for department stores and theatre fronts; FREE fashion trailer in colors; unusual novelty lobby hangers and display enlargements—everything to put a big show over BIG! See them at all First National exchanges.

RADIO EXPLOITATION from Coast to Coast—and every new box-office idea that showmen can create when they're going after a showman's picture in the *real* showman's way!

3 GREAT SHOWS in 1

–backed by the strongest advertising campaign ever put behind a special!

First National Pictures

Colleen Moore

in

Ella Cinders

adds another record-breaker to FIRST NATIONAL'S SUMMER HITS

PRESENTED BY
JOHN McCORMICK
WITH
LLOYD HUGHES

From the celebrated comedy strip by William Counselman and Charles Plumb

An
ALFRED E. GREEN
PRODUCTION

First National Pictures

BIG EXHIBITOR SPEAKING:

"First National's Hits are making me the first real summer profits I ever had!"

SMALL EXHIBITOR SPEAKING:

"If it hadn't been for First National's Summer Hits, I would have had to close down!"

EVERY EXHIBITOR AGREEING:

"The truth of the show-game is that if they've got the pictures for the summer they've got 'em for all the year. And that makes First National's BANNER GROUP the only product worth the money for 1926-27."

First National Pictures

BANNER GROUP

52 BIG HITS

and 7 SPECIAL

NO ONE ELSE CAN FACE THE SUMMER TEST - -

Summer burns the bunk out of the show-game. Here's the cold truth that every exhibitor has learned. Alone in all the industry, First National maintains the hit-a-week pace that makes profits all year 'round. No one else has pictures that can stand the Summer test. First National's Summer hits are keeping the theatres open!

NORMA T
COLLEEN
CORINNE G
RICHARD BA
HARRY LAN
JOHNNY HI
"THE GREATE
FRANK LLO
Comedy Sen
"OLD LOVES
CONWAY TE
"HIGH STEPP
MICHAEL AR
"SWEET DAD
"HER SECON

First National Pictures

FIRST NATION
DELIVERING

ALMADGE in "KIKI" WITH RONAL COLMAN

MOORE in "ELLA CINDERS"

RIFFITH in "MLLE. MODISTE

RTHELMESS in "RANSON'S FOLLY

GDON in "TRAMP, TRAMP, TRAMP

NES in "RAINBOW RILEY" RAININ DOLLA

R GLORY" WITH CONWAY TEARLE *and* ANNA Q. NILSSON SPECIAL

YD'S BIGGEST BOX-OFFICE HIT "THE WISE GUY

sation "The Wilderness Woman

AND NEW" FROM "THE DESERT HEALER" BY THE AUTHOR OF "THE SHEIK" A HIT

ARLE in "THE SPORTING LOVER

ERS" WITH MARY ASTOR *and* LLOYD HUGHES Jazz with a Kick

LEN'S "DANCER of PARIS" CONWAY TEARL DOROTHY MACKA

DIES" GEORGE SIDNEY, CHARLIE MURRAY, VERA GORDON, JACK MULHALL, JOBYNA RALSTON A RIOT

D CHANCE" ANNA Q. NILSSON HUNTLY GORDON CHARLIE MURRAY Racing Thril

AL IS THE ONLY COMPANY

HITS THIS SUMMER!

John McCormick

presents

COLLEEN

MOORE

No other star can reach so deeply into the heart for laughter and tears. And even Colleen Moore never before has accomplished it so happily, so poignantly, as in "Ella Cinders."

Showmen, who know a picture when they see one, call "Ella Cinders" the finest of all Colleen Moore's magnificent box-office attractions.

Ella Cinders

(CINDERELLA in the MOVIES)

WITH

LLOYD HUGHES

Adapted from the celebrated comedy strip by
William Conselman
and
Charles Plumb

An Alfred E. Green Production

THE sensation that started at the N. Y. Strand won't finish until "Ella Cinders" has broken all records for playing-time and box-office receipts. It's that kind of a picture!

First National Pictures

A First National Picture

from The Morning Telegraph June 7th.

lent entertainment and is crammed with comedy.

This brand of comedy, however, is the pathetic kind. There is something in the make-up of Miss Moore's face which lends itself happily to mirth, and yet, as is the case with Chaplin, Lloyd and Langdon, there is also a more serious background, which even at the most laugh-provoking moments, carries the humor very near to sheer pathos. Because of this one laughs uproariously at the antics of this poor little slavey and yet feels deeply sorry over her poignantly harried existence. A large percentage of the laughs, in short, are choked off by sobs.

COLLEEN MOORE.

That's the stuff that laughs are made of!

That's why Colleen Moore in "ELLA CINDERS" is getting TOP money on Broadway—and everywhere!

A First National Picture

Presented by JOHN McCORMICK

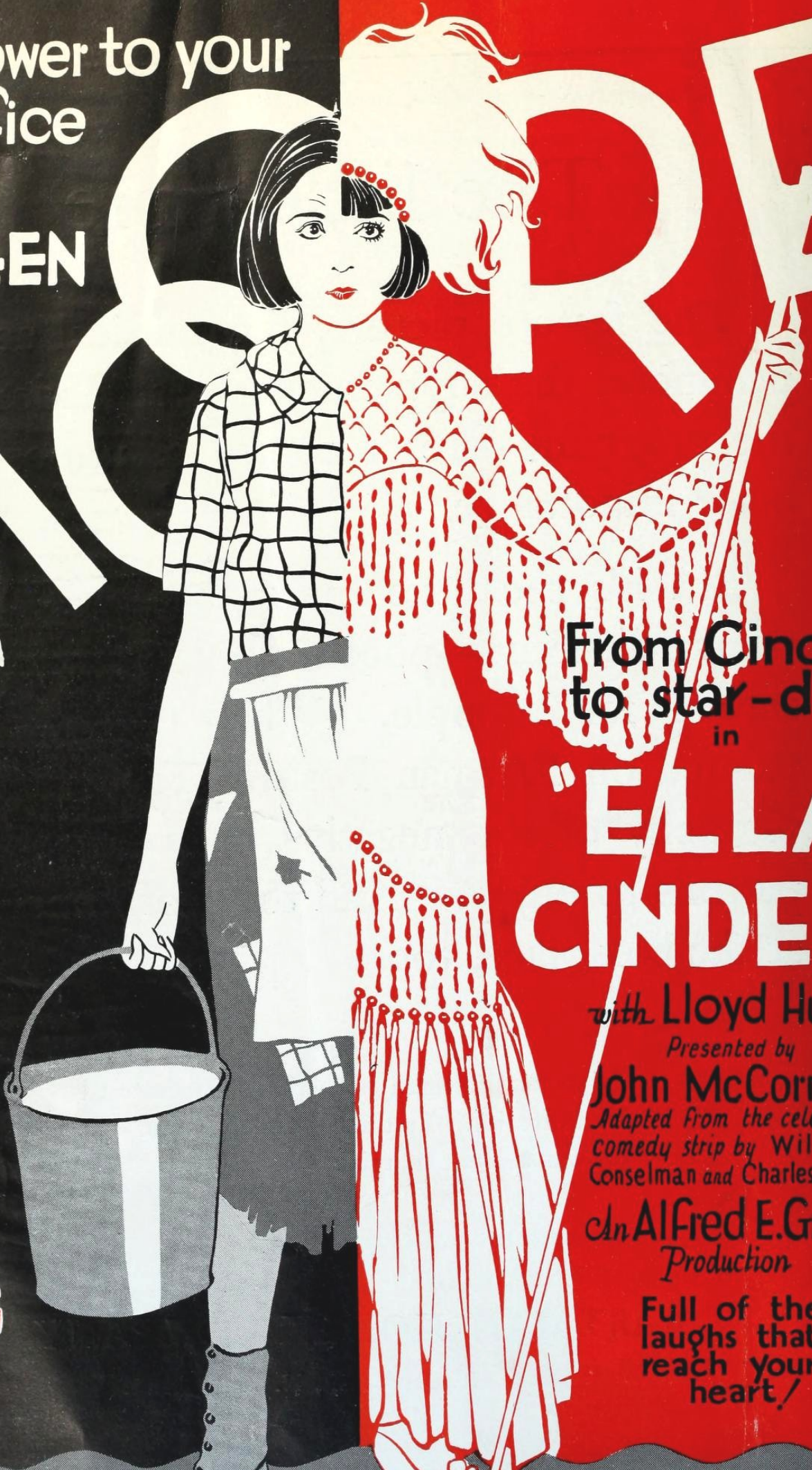
with LLOYD HUGHES

From the celebrated comedy strip by William Conselman and Charles Plumb

First National Pictures

More power to your box-office with COLLEEN

MOORE



From Cinder to star-dust in

"ELLA CINDER"

with Lloyd Hughe

Presented by

John McCormick

Adapted from the celebrate comedy strip by William Conselman and Charles Plum

An Alfred E. Gree Production

Full of the laughs that reach your heart!

First National Pictures

A First ational Pictur

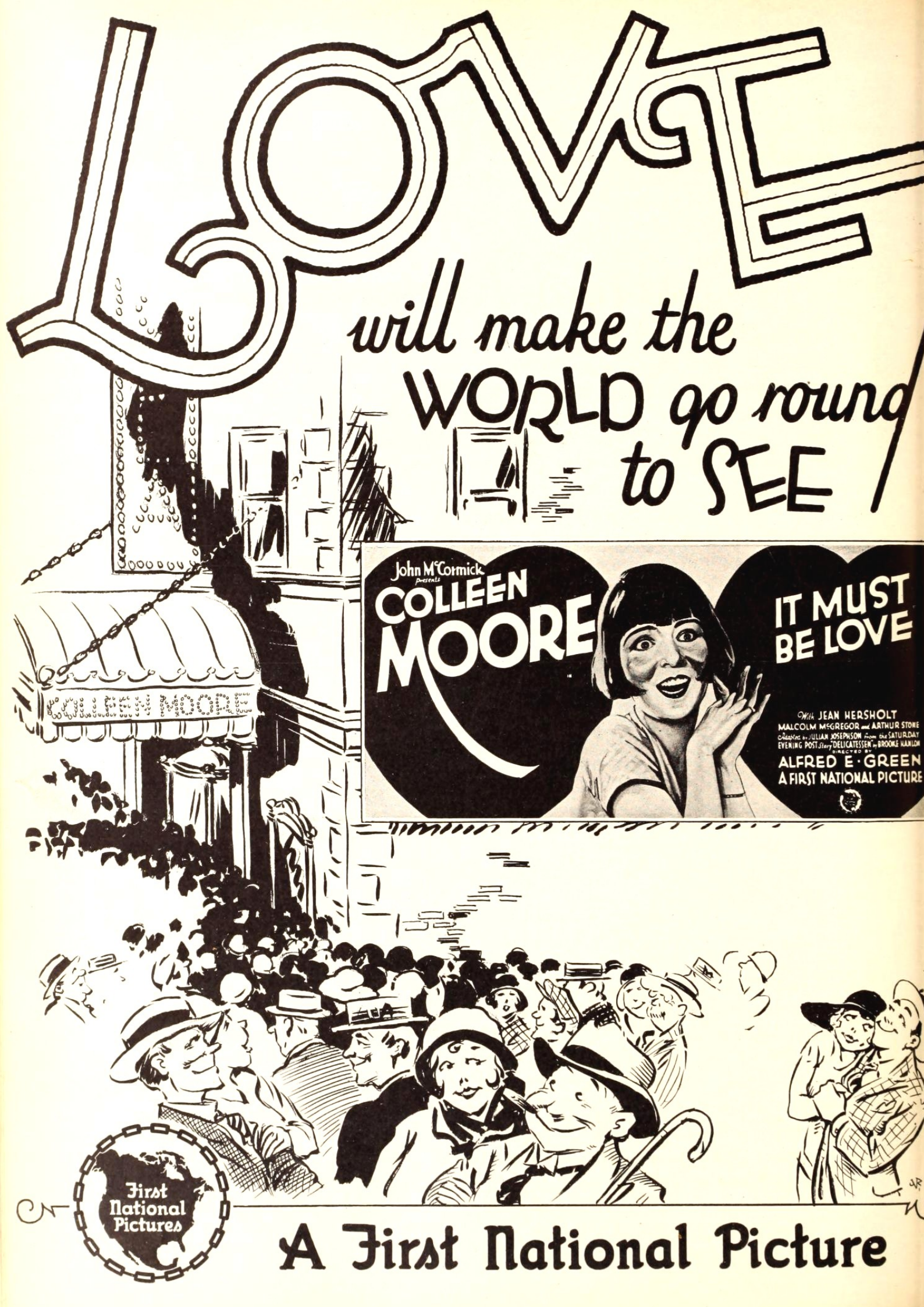
By Wire—Hot Epistle from St. Paul!

"'ELLA CINDERS' BROKE ALL RECORDS AT CAPITOL THEATRE ST. PAUL BOTH BOX OFFICE AND ATTENDANCE. Also doing tremendous business a State Theatre, Minneapolis. Audiences wildly enthusiastic. Everyone praising pictu COLLEEN MOORE WONDERFUL IN PART AND DOES BEST WORK OF H CAREER. Picture contains every element of human appeal, drama, love, humor, pat ONE OF THE GREATEST AUDIENCE PICTURES EVER SCREENED. Wi over big in any house."

Eddie Ruben,
Finkelstein & Ruben

First National Picture

A First National Picture


LOVE
will make the
WORLD go round
to SEE!
John McCormick
presents
COLLEEN
MOORE
IT MUST
BE LOVE
With JEAN HERSHOLT
MALCOLM McGREGOR and ARTHUR STONE
Adapted by JULIAN JOSEPHSON from the SATURDAY
EVENING POST Story "DELICATESSEN" by BROOKE HANLON
DIRECTED BY
ALFRED E. GREEN
A FIRST NATIONAL PICTURE
First
National
Pictures
A First National Picture

COLLEEN MOORE'S GREATEST SHOW

Pep, sparkle, verve. Colleen lets loose in this one and turns a thousand laughs in rapid fire succession. It's about love in a delicatessen shop—where any mention of romance would seem like a lot of boloney — but where being saleslady in the onion department had its advantages.

WHAT A TITLE! WHAT A STAR!

JOHN McCORMICK
Presents
COLLEEN
MOORE
in
"It Must Be Love"
with
JEAN HERSHOLT
Malcom McGregor & Arthur Stone
Adapted by Julian Josephson
from The Saturday Evening Post story
"DELICATESSEN"
by BROOKE HANLON
An
ALFRED E. GREEN
Production

John McCormick the showman producer behind this picture has crammed every production value into it—big, beautiful sets—scenes to set imaginations afire—You'll be in love with every foot of it for "It Must Be Love" is Colleen's biggest hit!

WHAT A PICTURE!

When these brown eyes do their stuff --no box-office could ever be blue!

Miss Moore attacks her role in a clever fashion, using her big, brown eyes to advantage and making the most of some stretches of comedy by her knowledge of pantomimics. Jean Hersholt, an emphatically accomplished actor who will be remembered from his excellent portrayals in "Greed" and "Stella Dallas," is impressive as the German father in this current film. Malcolm McGregor is sympathetic as Jack Dugan.

This production is a sort of transcript of life that comes closer to giving Miss Moore an opportunity to display her talent as an actress than any screen effort in which she has appeared since her performance in "So Big."—*N. Y. Times.*

Miss Moore is delightful. There is a humorous twinkle to her expressive eyes that seems to say, "I am really enjoying myself and I hope you are." As the little delicatessen clerk she has brought one of her most pleasing characterizations to the screen.—*N. Y. Telegraph.*

Most audiences will find "It Must Be Love" to be a delightful bit of entertainment, and the admirers of Miss Moore will not be disappointed in her latest screen appearance. She does her stuff in the usual Mooreish manner, and this is highly satisfactory to those who "just love to see that girl in pictures."
N. Y. Daily News.

Alfred Green directed "It Must Be Love" and it is excellent entertainment.—*N. Y. Tribune.*

John McCormick presents

Colleen Moore

in

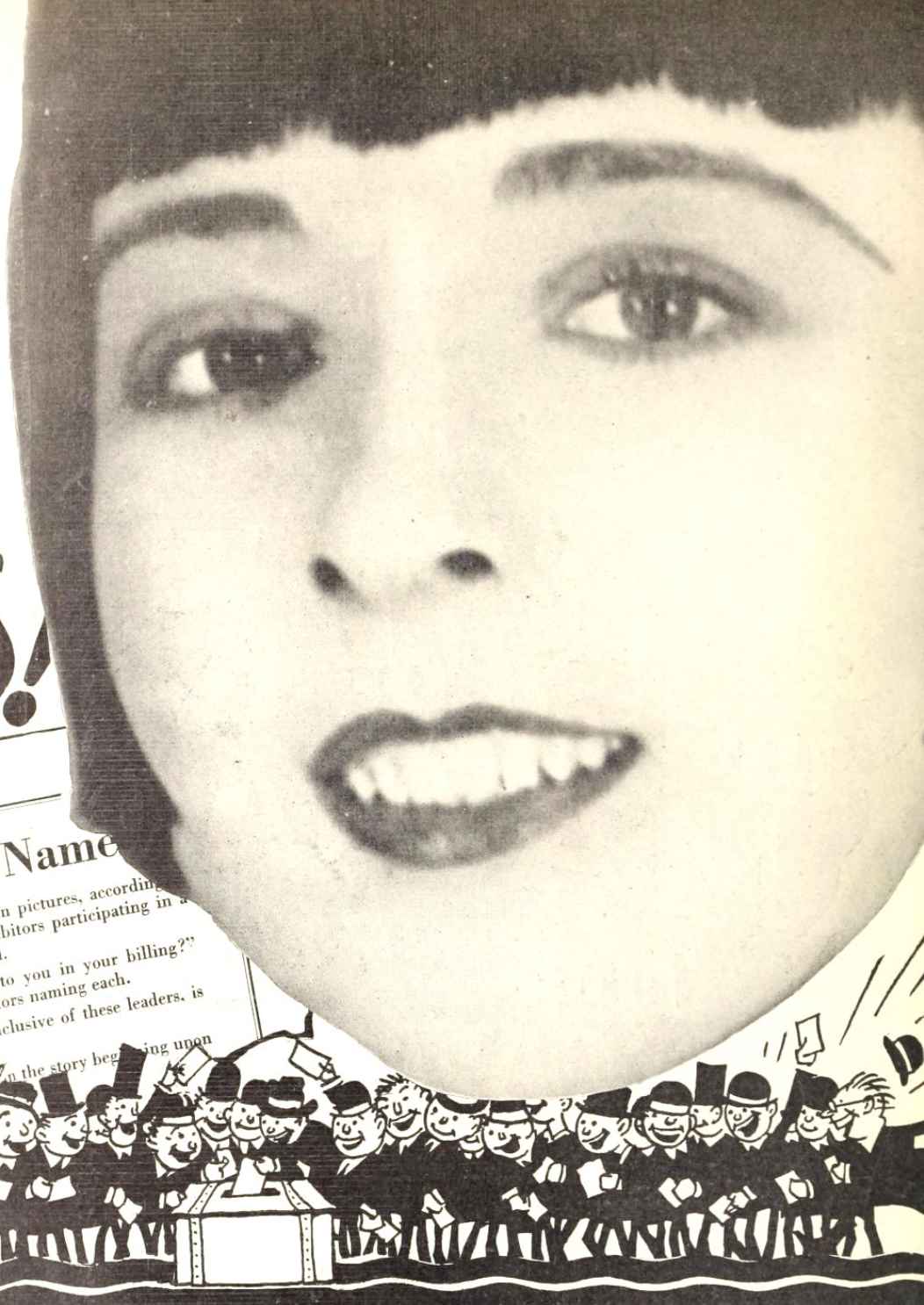
IT MUST BE LOVE

with JEAN HERSHOLT
Malcolm McGregor and Arthur Stone
Adapted by Julian Josephson from The Saturday Evening Post story "Delicatessen" By BROOKE HANLON
An Alfred E. Green Production

First National Pictures

A First National Picture

and *now* the nation's show-men say it with VOTES!



EXHIBITORS HERALD

60 Best Box Office Name

HEREWITH are listed the 60 best box office names in pictures, accordin
questionnaires signed and returned by 2,471 exhibitors participating in a
survey conducted by "The Studio Section" of the Herald.

Exhibitors were asked: "What names mean most to you in your billing?"
Figures opposite stars' names indicate number of exhibitors naming each.

A complete list of the 240 best box office names, inclusive of these leaders, is
printed upon the third page following.

This list of the 60 most valuable n
the opposite page.

Colleen Moore
Tom M
Fred T
Harold L

"FIRST NATIONAL *is* FIRST with the Greatest Box-Office Star in Pictures!

Once more First National leads. "Exhibitor's Herald's" nation-wide exhibitor poll shows COLLEEN MOORE is greatest of all Box-Office draws! Top of the list. No doubt about it now. This First National Star pulls more profits than any other. Into more theatres. Time after time.

And that's not all. Among 30 Best B. O. Names exhibitors give First National most votes! Leads all others. PROVING First National First in Stars! Money talks. You've got to listen. Never forget what it has said about Colleen Moore--and First National!

and for every dollar she's bringing you with "It Must Be Love" she'll bring you *two* with "TWINKLETOES"—coming soon!

Will You?

"Exhibitors will check the list of best box office names against their contracted Product, shift play-dates, and

First National Pictures

Take your cue from Cupid!

Love'll make the world g 'round—and leave you sittin on top!

Mother Love, Puppy Love, Hon Love, Boy-and-Girl Love. Ta about Heart Interest! . . . th picture's jammed full of it!

And lovely Colleen Moore— real girl from a real town, wit real folks and a home-tow sweetheart. Scenes so true-t life they'll think they're lookin in a mirror!

Sure-fire title...And man, wha exploitation possibilities!

JOHN McCORMICK
Presents

COLLEEN
MOORE
in
"It Must Be Love"
with

JEAN HERSHOLT
Malcom McGregor & Arthur Stone
Adapted by Julian Josephson
from The Saturday Evening Post story
"DELICATESSEN"
by BROOKE HANLON

An
ALFRED E. GREEN
Production

First National Pictures

One more w in First Natio Trip-hammer umph of Wee After-Week Hit —First in Stars!— First in Stories!— First in Showman- ship!—ALWAYS!!

A First National

To my Exhibitor Friends

With

Sincere

Thanks

Colleen Moore

With all good wishes
Sincerely
Colleen Moore

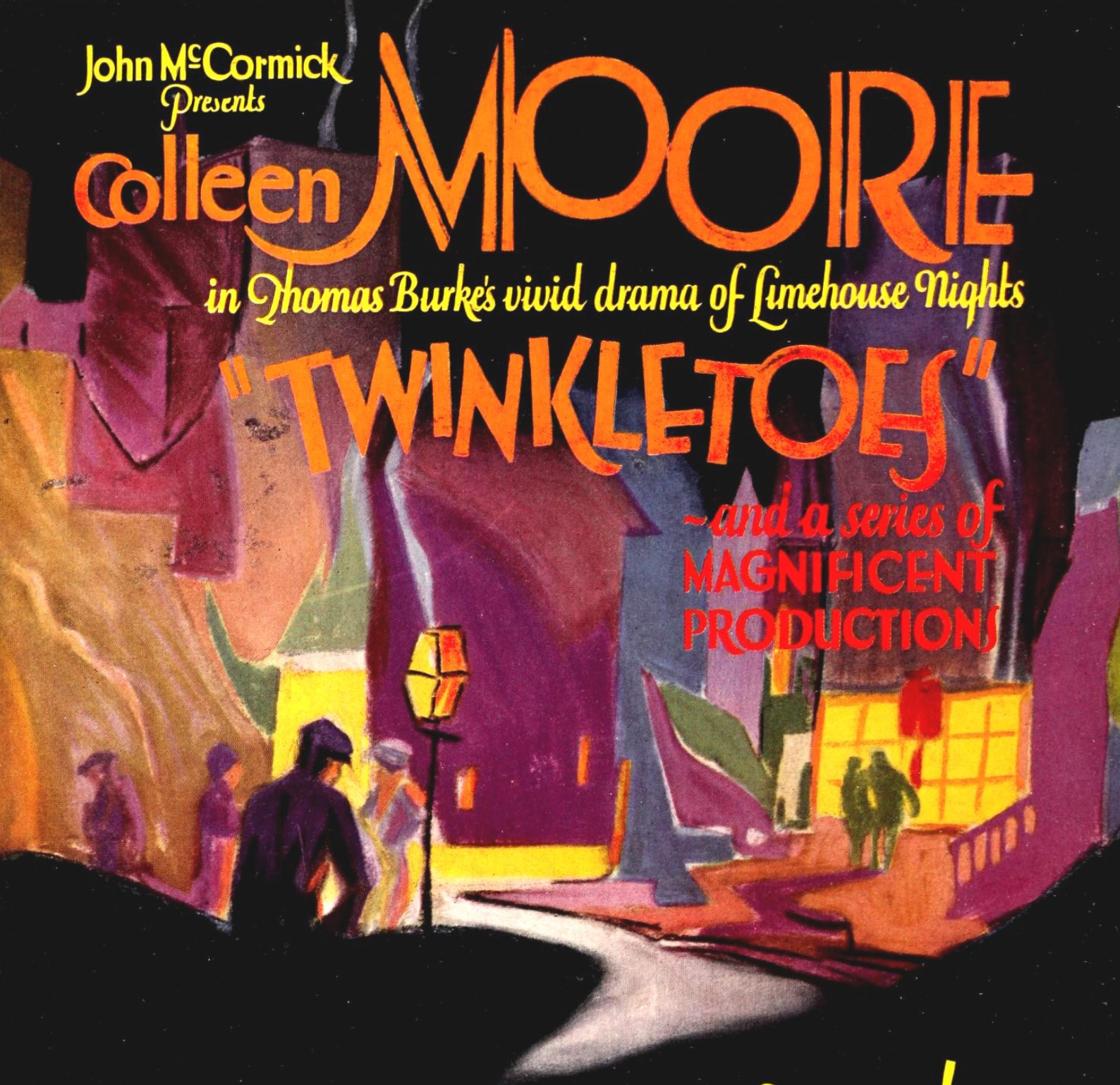
John McCormick Presents

Colleen MOORE

in Thomas Burke's vivid drama of Limehouse Nights

"TWINKLETOES"

~and a series of MAGNIFICENT PRODUCTIONS



Twinkletoes--the one bright light of Limehouse!

SHE flitted through the slinking streets like a streak of happiness; and not a man, white or yellow, but realized that there was something "holy" about Twinkletoes.

She led the chorus at a cheap music hall. Her feet danced; her heart danced. Queer how those strange denizens of Limehouse loved her! Queerer still how she pinned her love to one man—how he failed—and then how the shadows sobbed after Twinkletoes—"Poor Limehouse kid! Poor Limehouse kid! Going the way that the rest of them did!"

It's a masterpiece for Colleen Moore in the colors of life, comedy and dramatic poignancy, by the man who wrote "Broken Blossoms!"

Directed by Charles Brabin.

And that's just the first of her distinctive, original, irresistible roles for the Banner Group.

First National Pictures

BANNER GROUP

Second Production: "Daphne Grows Down"

Listen for that Christmas Cheer

When Broadway's pioneer showman unwraps the finest Christmas Gift New York ever had!

Christmas Day-At the Strand-World premiere of

COLLEEN MOORE in TWINKLETOES

Supreme portrayal of the Greatest Box-Office Star in Pictures!

Presented by John McCormick

From Thomas Burke's classic of Limehouse

Directed by Charles Brabin

WE'VE PROMISED WONDERS! SHE'LL PERFORM MIRACLES!

from First National Pictures

First National Pictures

Hitch everything to this star –

She'll come through!

JOHN McCORMICK presents

COLLEEN MOORE

in

Thomas Burke's Classic of Limehouse

ed by His

RDINAL

TWINKLETOES- Laughing - flashing - The one bright Light of Limehouse

TWINKLETOES- Dancing toes, singing heart, Lifting the lost souls of Limehouse heaven high.

TWINKLETOES- peach and gold - Lovely as a Lyric - A masterpiece for COLLEEN MOORE in the colors of life, comedy and dramatic poignancy by the man who wrote "BROKEN BLOSSOMS"

TWINKLE

Directed by

CHARLES BRABIN

NEE
TOES
First National Pictures
A First National Picture-

First National Pictures
COLLEEN MOORE
in TWINKLE TOES

1927

PLUG THIS ONE

First National Pictures

CATSY! RITZY! ZIPPY! COLLEEN AS THEY LIKE HER!

FOR ALL YOU'RE WORTH! IT'S WORTH ALL YOU'VE GOT YOU'LL BE WORTH A YOUNG FORTUNE AFTER THE RUSH IS OVER!!

John McCormick presents

COLLEEN MOORE

in

Orchids and Ermine

with Jack Mulhall

Story and Scenario by Carey Wilson

An Alfred Santell PRODUCTION

Just watch 'em come

the BIG 11 *from*

FIRST NATIONAL

McFADDENS FLATS
WALKS AWAY WITH THE GOLD
First National Pictures
First National Pictures
AND JUST WATCH ME
ORCHIDS AND ERMINE
AND YOURE NEXT
MISS PROSPERITY
FRED BREEN
McFADDEN FLATS
AND NOW COMES COLLEEN MOORE
IN
Orchids and Ermine

THE MOST·POPULAR

COLLEEN·MOORE

"Greatest Box Office Star," say the nation's showmen in Exhibitor's Herald popularity vote — and Colleen bows to thank them with one of the Ritziest-Spiciest-Snappiest hits she's ever made-typical Colleen Moore show — pep — comedy - and heart tugs -

presented by

JOHN McCORMICK
with **JACK MULHALL**

STAR IN HER MOST POPULAR ROLE

IN ORCHIDS & ERMINE

Phone girl de looks at the Ritz—gowns on the Fift Avenue fashion—million-dollar daddies—Rolls Royce —mixed dates—the New York "Line" in the New Yor Manner—clever titles—sumptuous sets—it's the Ritz an way you look at it—and the man who made "Classified" and "Subway Sadie" directed this one—

AN

ALFRED SANTELL

PRODUCTION

Story and Scenario by

Carey Wilson

ORCHIDS

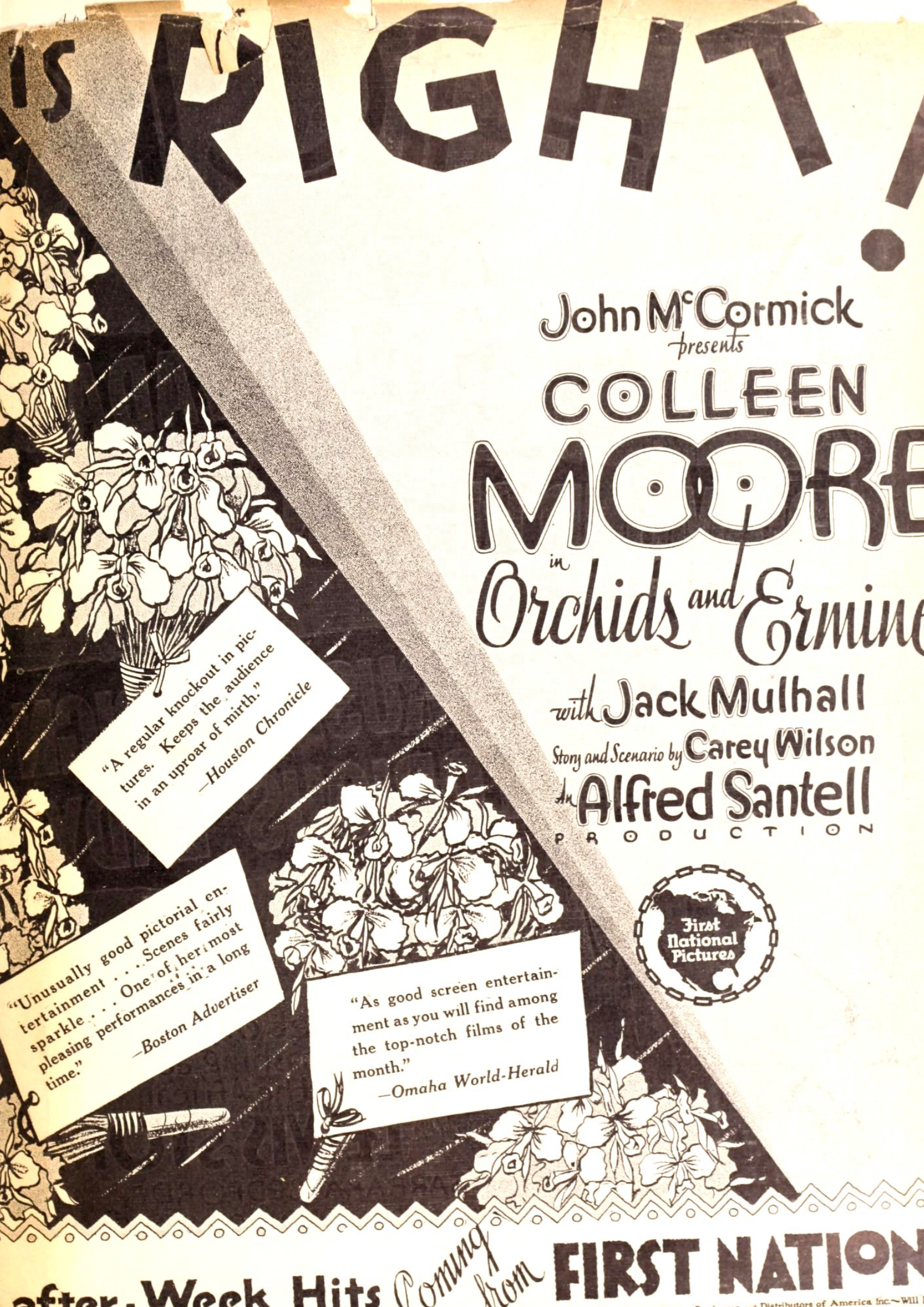
NEVER-
such lavish tributes to ANY Colleen Moore HIT!

"One of the best films Miss Moore has ever produced. Rocked the rafters of the Broadway with laughter from packed houses."
—*Portland Journal*

"Merriest of all Colleen's films . . . In all her brilliant career Miss Moore has never done finer acting . . . It is Romance with a Capital 'R'!"
—*Tulsa T*

"Colleen is at her best in 'Orchids and Ermine'."
—*Minneapolis Journal*

10 MORE BIG ONES and 22 We


IS RIGHT!
John McCormick presents
COLLEEN MOORE
in Orchids and Ermine
with Jack Mulhall
Story and Scenario by Carey Wilson
An Alfred Santell PRODUCTION
First National Pictures
"A regular knockout in pictures. Keeps the audience in an uproar of mirth."
—Houston Chronicle
"Unusually good pictorial entertainment . . . Scenes fairly sparkle . . . One of her most pleasing performances in a long time."
—Boston Advertiser
"As good screen entertainment as you will find among the top-notch films of the month."
—Omaha World-Herald
after Week Hits Coming from FIRST NATION

John McCormick presents

COLLEEN MOORE in "ORCHIDS and ERMINE"

with Jack Mulhall

Story and Scenario by Carey Wilson

An Alfred Santell Production

Ultra Smart—Ritz that IS Ritz—and gentlemen—Such Comedy!

Only ONE of the OUTSTANDING 11 SUPER HITS for this SPRING SUMMER

A First National Picture

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays President

YOU KNOW IT'S in the bag

when "Variety" reports—

"TOPPED LOS ANGELES" at Loew's State

"BEST SINCE SALLY"

"COLLEEN'S POPULARITY INCREASED GREATLY

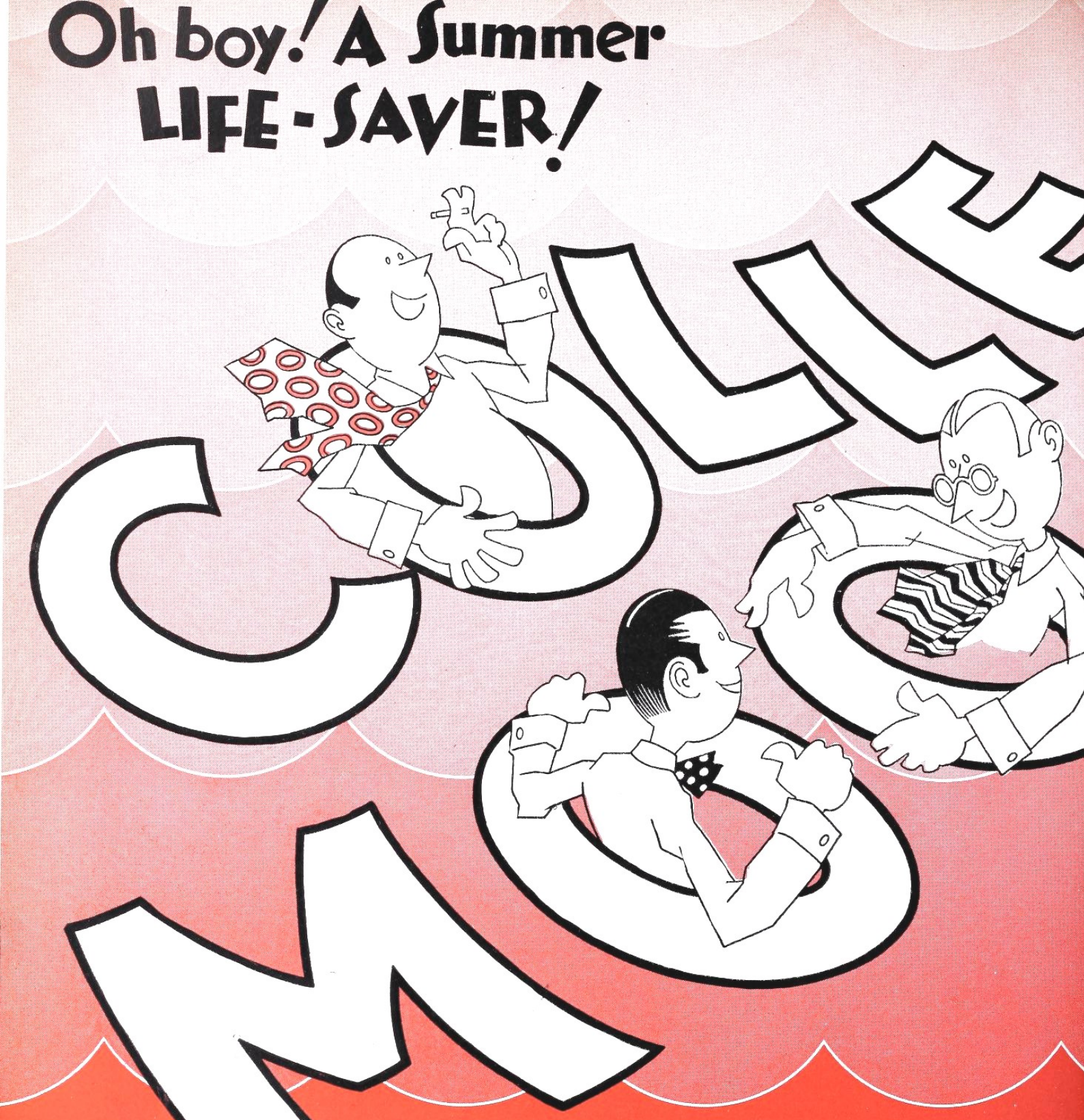
John McCormick presents
COLLEEN MOORE
IN
NAUGHTY but NICE
Adapted from LEWIS ALLEN BROWNE'S "THE BIGAMISTS"
Scenario by . . . . . CAREY WILSON
Directed by . . . . . MILLARD WEBB

AND THAT'S JUST A SAMPLE OF WHAT

First National WILL DO FOR YOU This Summer!

First National Pictures

Oh boy! A Summer LIFE-SAVER!



Out of the "RED"!—You *can't* go under wit the kind of Hot-Weather Hits we've go for you....Colleen and a dozen others wi keep you on the right side of the ledger. And she IS *right* in this one....with th sauciest, snappiest scenes and gags that eve broke a house record!

FIRST NATIONAL is the HE

SCREEN
John McCormick presents
COLLEEN MOORE
IN
NAUGHTY but NICE
Adapted from LEWIS ALLEN BROWNE'S "THE BIGAMISTS"
Scenario by . . . . CAREY WILSON
Directed by . . . . MILLARD WEBB
LAFF HIT
TO THE BOX-OFFICE
First National Pictures
GISE
the INDUSTRY this SUMMER

Get it while it's HOT

What a sweet Break for YOU, Buddy — the way FIRST NATIONAL timed this Tremendous Punch to land right in the Middle of Sizzling Summer!

BROADWAY'S BIGGEST SUMMER COMEDY AT N.Y. STRAND

TOPPED SAN FRANCISCO AT LOEW'S WARFIELD

BIGGEST COLLEEN MOORE GROSS IN DENVER HISTORY AT THE COLORADO

LED LOS ANGELES AT LOEW'S STATE

BROKE ALL HOUSE RECORDS AT BROADWAY PORTLAND

John McCormick presents

Colleen Moore

IN

NAUGHTY but NICE

Adapted from LEWIS ALLEN BROWNE'S "THE BIGAMI

Scenario by . . . . . CAREY WILSO

Directed by. . . . MILLARD WEB

First National Pictures

Again FIRST NATIONAL TRIUMPHS!

6

out of 104 Biggest Money-Makers of All Companies - All Stars - for 1927 - as compiled by Exhibitors Herald - were

COLLEEN MOORE Hits!

NAUGHTY BUT NICE - ORCHIDS & ERMINE - TWINKLETOES
ELLA CINDERS - - IT MUST BE LOVE - IRENE

First National Pictures

And on the 1928 List you'll see her new one

JOHN McCORMICK *presents*

COLLEEN MOORE

in HER WILD OAT

Adapted from the story by HOWARD IRVING YOUNG

A MARSHALL NEILAN PRODUCTION

A First National Picture

"Thank Go
She's Back

That's what you
say when y
look over yo
Box-Offi
Stateme
after you
playe

JOHN McCORMICK
presents

COLLEEN

First National's General Manager Goes on Record...

"Colleen Moore in her Wild Oat at her best. Positive this is going to be one of the most enjoyable Colleen Moore pictures we have released in a year. I enjoyed it immensely and know that the audiences will also."

—Richard A. Rowland

-at her unbeatable best

HER WILD OAT

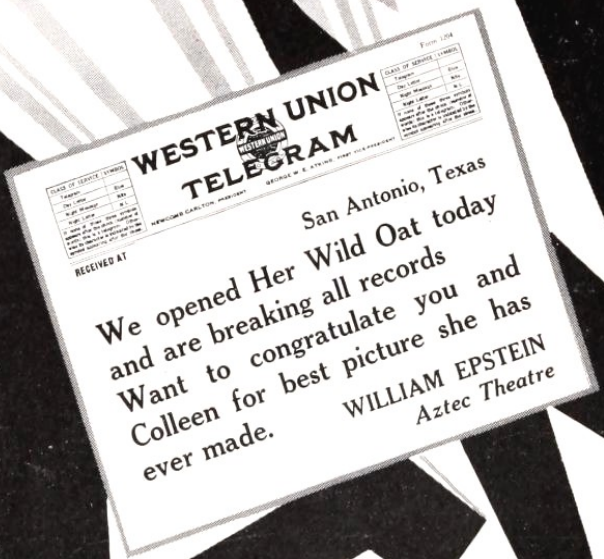
Adapted from the story by
HOWARD IRVING YOUNG

A MARSHALL NEILAN PRODUCTION

Not only
THE YEAR'S GREATEST SPECIALS
but WEEK-AFTER-WEEK STAR-HITS *-too*
from FIRST NATIONAL

First Nation
Picture

First National starts the NEW YEAR with a BANG



WESTERN UNION TELEGRAM

San Antonio, Texas

We opened Her Wild Oat today and are breaking all records Want to congratulate you and Colleen for best picture she has ever made.

WILLIAM EPSTEIN
Aztec Theatre

BANG went all records at the Aztec, San Antonio, when Bill Epstein played *"the best picture Colleen has ever made!"*—

First National Pictures

JOHN McCORMICK *presents* COLLEEN MOORE in HER WILD OAT

Adapted from the story by HOWARD IRVING YOUNG

A MARSHALL NEILAN PRODUCTION

SHE'LL DO THE SAME FOR YOU!

1928

SHE'S DIFFERENT
IT'S DIFFERENT

JOHN McCORMICK Presents

Colleen MOORE in "HAPPINESS AHEAD"

With Edmund Lowe. From the story by Edmund Goulding. Scenario by Benjamin Glazer. A William A. Seiter Production.

Keep Smiling!
Even though your first young love seems shattered—there's Happiness Ahead . . .

Keep Smiling!
Though they tell you the man you married is in prison as a THIEF—smile through your tears; there's Happiness Ahead . . .

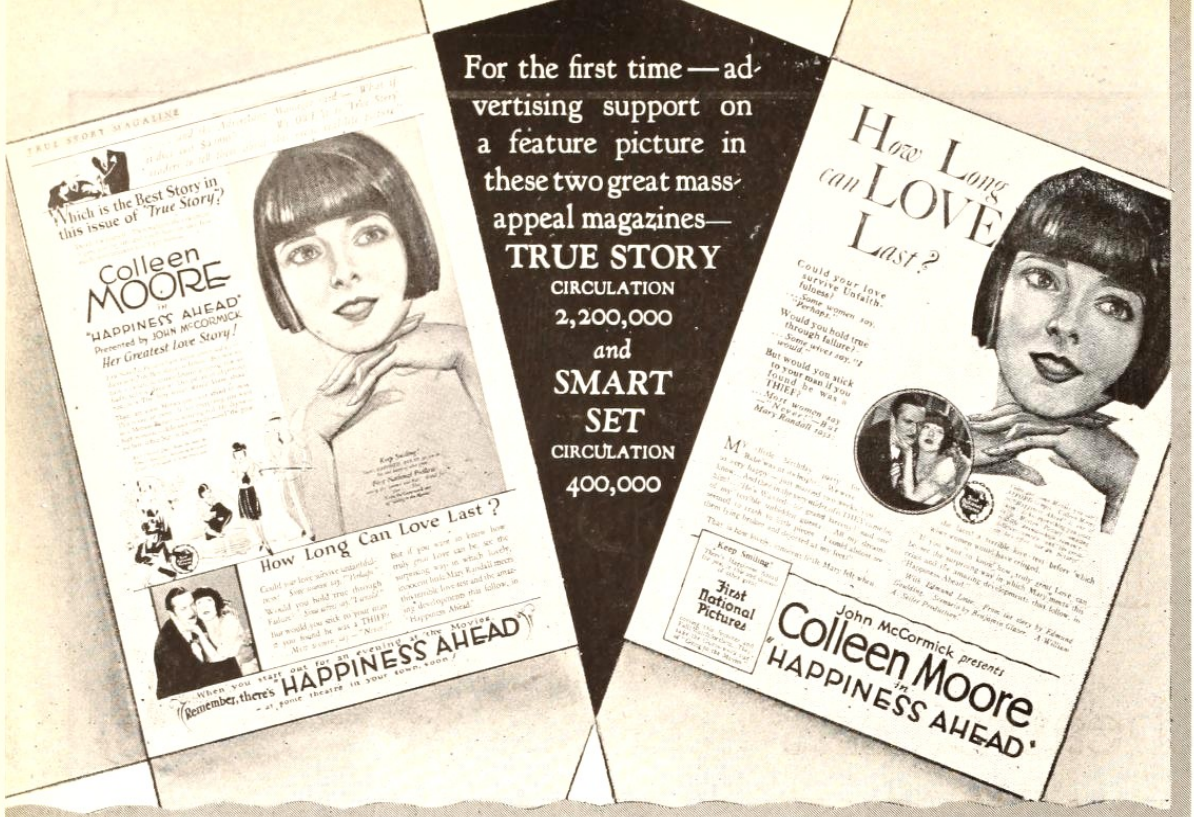
Keep Smiling!
Another woman—out of his past—still MAR-RIED to him? . . Don't believe it. It can't be true. There's bound to be Happiness Ahead . . .

Keep Smiling!
When he comes back, don't let him know you know the truth. There's Happiness Ahead!

Keep Smiling!
Be GLAD it's Summer . . . Here's a great Colleen Moore show just in time to knock Hot Weather COLD . . . And 18 others like it coming from FIRST NATIONAL —One for every Summer week!

11,500,000 Will Want It

Count on unusual advertising support for your run of "Happiness Ahead". Full pages in August TRUE STORY and SMART SET, on sale July 1st, will reach new ticket-buying millions—influence 2,600,000 families!


Which is the Best Story in this issue of "True Story"?
Colleen MOORE
"HAPPINESS AHEAD"
Presented by JOHN McCORMICK
Her Greatest Love Story!
How Long Can Love Last?
Remember, there's "HAPPINESS AHEAD"
How Long can LOVE Last?
John McCormick presents
Colleen Moore
in "HAPPINESS AHEAD"
First National Pictures

For the first time—advertising support on a feature picture in these two great mass-appeal magazines—

TRUE STORY
CIRCULATION
2,200,000
and
SMART SET
CIRCULATION
400,000

. . . AND IT WILL BE

ADVERTISED TO 10,400,000 NEW TICKET BUYERS

A great picture—

Colleen Moore in "Happiness Ahead."

Plus *unusual* advertising support—

Full pages in August *True Story* and *Smart Set*, out July 5th.

Two great national magazines never used before by any leading producing company—

Reaching a vast NEW audience of ticket-buyers—

Telling 10,400,000 readers . . . Influencing 2,600,000 families!

THOUSANDS IN EVERY KEY CITY will be headed toward the theatre that shows

COLLEEN MOORE in "HAPPINESS AHEAD"

Presented by

JOHN McCORMICK

Make sure it's YOUR theatre that gets this extra business!

First National Pictures

First National

does the *Smart* thing in National Advertising—every time!

She's DIFFERENT It's DIFFERENT

in YOUR CITY will be looking for "HAPPINESS AHEAD"?

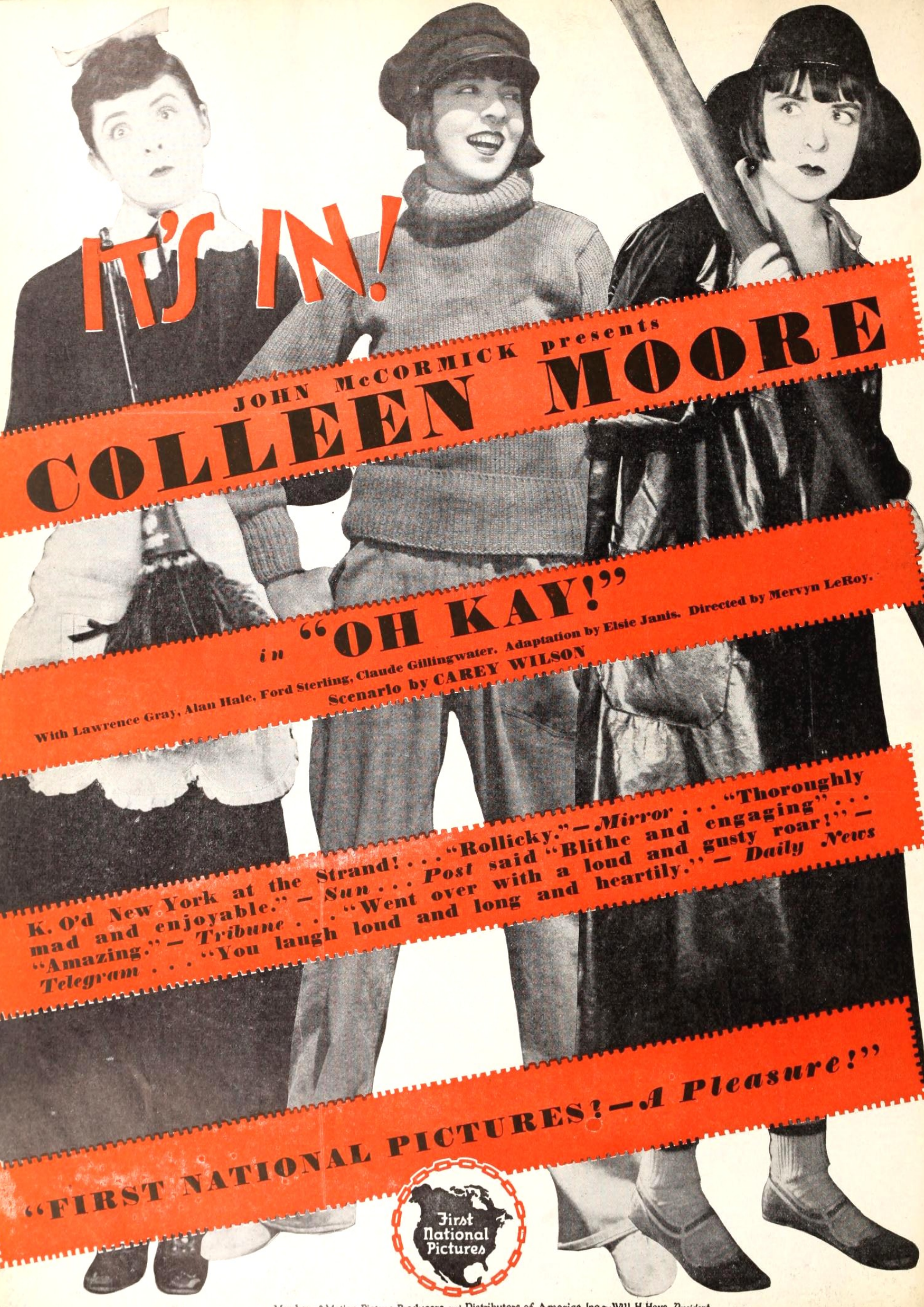
These advertisements will be seen by—

36,160	people in	BIRMINGHAM, ALA.
19,448	"	" LITTLE ROCK, ARK.
131,244	"	" LOS ANGELES, CAL.
40,204	"	" OAKLAND, CAL.
69,692	"	" SAN FRANCISCO, CAL
27,944	"	" DENVER, COLO.
23,972	"	" BRIDGEPORT, CONN.
21,700	"	" HARTFORD, CONN.
17,136	"	" NEW HAVEN, CONN.
14,604	"	" WILMINGTON, DEL.
83,284	"	" WASHINGTON, D. C.
29,064	"	" JACKSONVILLE, FLA.
24,920	"	" TAMPA, FLA.
38,568	"	" ATLANTA, GA.
11,924	"	" SAVANNAH, GA.
97,220	"	" CHICAGO, ILL.
18,384	"	" PEORIA, ILL.
14,404	"	" SPRINGFIELD, ILL.
20,896	"	" FORT WAYNE, IND.
71,656	"	" INDIANAPOLIS, IND.
22,268	"	" DES MOINES, IOWA
55,376	"	" KANSAS CITY, KAN.
10,264	"	" TOPEKA, KAN.
30,968	"	" LOUISVILLE, KY.
37,264	"	" NEW ORLEANS, LA.
23,660	"	" PORTLAND, ME.
75,068	"	" BALTIMORE, MD.
28,111	"	" BOSTON, MASS.
22,980	"	" SPRINGFIELD, MASS.
19,780	"	" WORCESTER, MASS.
25,908	"	" GRAND RAPIDS, MICH
241,048	"	" DETROIT, MICH.
15,256	"	" DULUTH, MINN.
83,048	"	" MINNEAPOLIS, MINN
29,400	"	" ST. PAUL, MINN.
61,824	"	" KANSAS CITY, MO.
112,472	"	" ST. LOUIS, MO.
9,880	"	" BUTTE, MONT.
32,568	"	" OMAHA, NEBR.
10,724	"	" MANCHESTER, N. H.
29,908	"	" JERSEY CITY, N. J.
97,044	"	" NEWARK, N. J.
29,364	"	" TRENTON, N. J.
32,036	"	" PATERSON, N. J.
21,392	"	" ALBANY, N. Y.
71,408	"	" BUFFALO, N. Y.
655,816	"	" NEW YORK, N. Y
76,560	"	" ROCHESTER, N. Y.
33,304	"	" SYRACUSE, N. Y.
16,920	"	" UTICA, N. Y.
7,640	"	" WINSTON-SALEM, N. C
37,456	"	" AKRON, O.
74,016	"	" CINCINNATI, O.
115,180	"	" CLEVELAND, O.
65,164	"	" COLUMBUS, O.
32,204	"	" DAYTON, O.
17,360	"	" TOLEDO, O.
44,956	"	" OKLAHOMA CITY, OK
34,164	"	" PORTLAND, ORE.
181,856	"	" PHILADELPHIA, PA.
106,960	"	" PITTSBURGH, PA.
31,844	"	" READING, PA.
27,396	"	" SCRANTON, PA.
37,004	"	" PROVIDENCE, R. I.
7,908	"	" CHARLESTON, S. C.
28,768	"	" MEMPHIS, TENN.
20,256	"	" NASHVILLE, TENN.
35,836	"	" DALLAS, TEX.
20,664	"	" FORT WORTH, TEX.
26,352	"	" HOUSTON, TEX.
20,196	"	" SAN ANTONIO, TEX.
17,996	"	" SALT LAKE CITY, UT
21,256	"	" NORFOLK, VA.
21,680	"	" RICHMOND, VA.
35,364	"	" SEATTLE, WASH.
14,216	"	" SPOKANE, WASH.
19,204	"	" WHEELING, W. VA.
88,788	"	" MILWAUKEE, WISC.

Other Cities in Proportion

These estimated figures are based on the actual circulation of the March, 1928 and November, 1927 issues of "True Story" and "Smart Set."

With Edmund Lowe. From the story by Edmund Goulding. Scenario by Benjamin Glazer. A William A. Seiter Production.


IT'S IN!
JOHN McCORMICK presents
COLLEEN MOORE
in "OH KAY!"
With Lawrence Gray, Alan Hale, Ford Sterling, Claude Gillingwater. Adaptation by Elsie Janis. Directed by Mervyn LeRoy.
Scenario by CAREY WILSON
K. O'd New York at the Strand! . . . "Rollicky."—Mirror . . . "Thoroughly mad and enjoyable."—Sun . . . Post said "Blithe and engaging" . . . "Amazing."—Tribune . . . "Went over with a loud and gusty roar!"—Telegram . . . "You laugh loud and long and heartily."—Daily News
"FIRST NATIONAL PICTURES!—A Pleasure!"
First National Pictures

SOLD

to 13,866,000 by high-powered ads in 7 famous magazines - - -

September Pictorial Review—4,400,000 readers
October McCall's—4,600,000 readers
September Vanity Fair—170,000 readers
October 27th Liberty—3,200,000 readers
November Theatre Magazine—90,000 readers
December Smart Set—800,000 readers
December College Humor—606,000 readers

SOLD in advance to an average of 1000 ticket-buyers in every theatre town.

SOLD to every picture patron on the strength of Colleen's doubled popularity since "LILAC TIME."

SOLD to the Granada, San Francisco; Loew's State, Los Angeles; the Seattle, Seattle; the Portland, Portland; and the Colonial, Tacoma, for an unbroken succession of box-office triumphs!

Every **FIRST NATIONAL PICTURE** for 1928-29 has made good—and we can prove it!

John McCormick presents

COLLEEN MOORE in "OH KAY"

Scenario by CAREY WILSO
Directed by MERVYN LERO

COLLEEN MOORE IN "LILAC TIME"

COLLEEN MOORE IN "OH KAY!"

COLLEEN MOORE IN "HAPPINESS AHEAD"

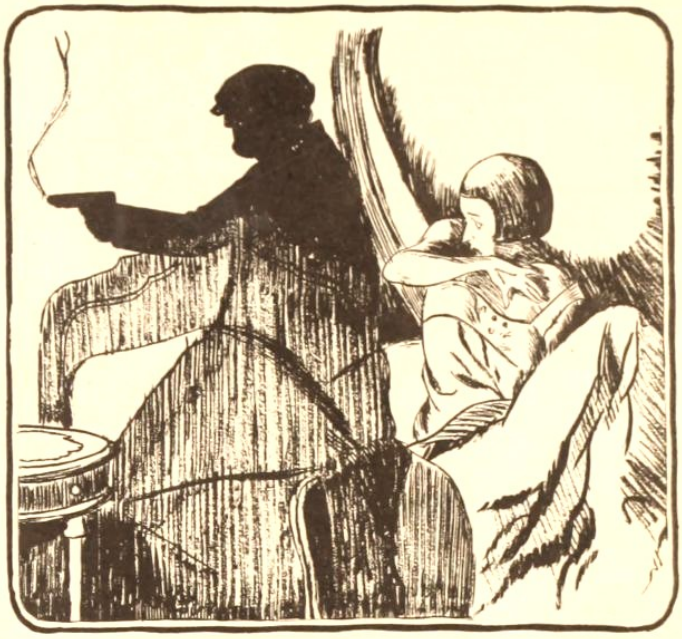
THREE-OF-A-KIND
They all look alike at the box-office!

First National Pictures

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

Following immediately John McCormick presents

COLLEEN MOORE in "Baby Face"



The exciting drama of an unsophisticated girl plunged into the midst of New York's underworld whirlpool.

and for the summer John McCormick presents

COLLEEN MOORE in "Oh Kay"

The musical-comedy sensation of New York, London and Australia. The lilting, dramatic adventures of an aristocratic madcap who thought bootlegging an easy living!

Adapted by Elsie Janis herself, reigning international star.

A First National Picture

For the first time on any screen -

Colleen as a swimmer

Colleen as a burglar

Colleen as a parlor maid

Colleen as a "Tar"!

Now, while the country is ringing with praise of her performance in "Lilac Time", you can give them—

With
LAWRENCE GRAY
ALAN HALE
FORD STERLING
CLAUDE GILLINGWATER

Adaptation by
ELSIE JANIS

Scenario by
CAREY WILSON

Directed by
MERVYN LEROY

4 New and Different

COLLEEN MOORE'S

in "OH KAY"

Presented by **JOHN McCORMICK**

A carnival of comedy from one of the biggest musical comedy successes Broadway has ever known

Get it today from

FIRST NATIONAL

First National Pictures

any way you look at it —

it's FIRST NATIONAL'S YEAR!

here's GREAT REASON why

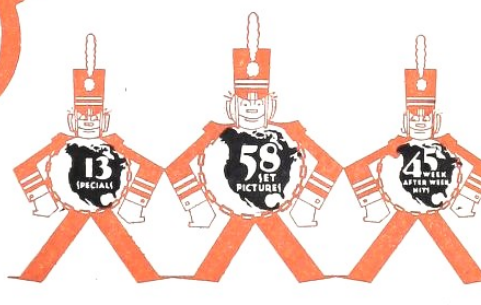
If you want to LEAD your theatre NEEDS

COLLEEN MOORE in 'LILAC TIME"

a GEORGE FITZMAURICE PRODUCTION

#2

- Colleen is the "GREATEST BOX-OFFICE STAR IN PICTURES"—*Exhibitors Herald.*
- She's set now for her greatest year.
- "Lilac Time" is slated as the BIGGEST SPECIAL of her carreer.
- It's from the famous stage play by Jane Cowl and Jane Murfin which set a Broadway record.
- It's a George Fitzmaurice Production — and that means *plenty* to any box-office.
- It will be presented by John McCormick who gave you all her great past successes.



John McCormick will present

Colleen Moore

in

"Baby Face"

Baby face- baby eyes- but a dog-gone dangerous gal-- the kind of part you want her in.

also **2** other big ones

and her greatest special of all time

"Lilac Time"

A George Fitzmaurice Production

"MOST POPULAR STAR IN PICTURES"
Exhibitors Herald

SPECIAL OF ALL
SPECIALS
JOHN McCORMICK
will present

COLLEEN MOORE

in

A GEORGE
FITZMAURICE
Production

of the never to be forgotten
play by Jane Cowl and Jane Murfin
such romance - such drama - such
compelling beauty and mastery
- such literary property as this
has never yet graced the
screen -- prepare for Colleen's
greatest -

LILAC TIME

PLAYLE

Scores of them—Squadrons of them—The heavens black with them... Swooping, looping, darting, diving—plunging to destruction! Modern gladiators in the amphitheatre of the air. Every known aviation stunt thrill crowded into a 5-ring flying circus, outclassing all other air spectacles... Yet it's only ONE of the features that will make "LILAC TIME" the most sensational production COLLEEN MOORE has ever given you!

FIRST NATIONAL'S GREATEST SPECIAL

JOHN McCORMICK presents

COLLEEN MOORE

in

LILAC TIME

A

GEORGE FITZMAURICE PRODUCTION

With Gary Cooper. From the play by Jane Cowl and Jane Murfin. Adaptation by Willis Goldbeck. Scenario by Carey Wilson. A George Fitzmaurice-Colleen Moore Special.

First National Pictures

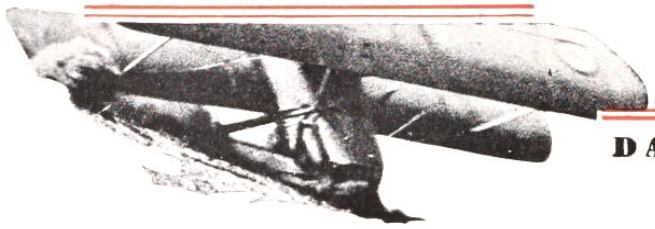
Wad (EG)

And now 3 more records "cracked up"

WEEK-DAY RECORD AT STILLMAN, CLEVELAND

LILAC TIME RECORDS TO DATE **19** WATCH 'EM GROW

MATINEE RECORD AT CENTRAL, NEW YORK



DAY RECORD AT THE CENTRAL AT $2

"Several planes are cracked up and they are 'cracked up' so irretrievably that there is little fake about them. It must have taken some very expert flying to get these scenes."
—*George Gerhard, in N. Y. Evening World*

STARRING **COLLEEN MOORE**
a GEORGE **FITZMAURICE** Production
Presented by **JOHN McCORMICK**
with **GARY COOPER**
Scenario by Carey Wilson • From the Play by Jane Cowl and Jane Murfin • Adaptation by Willis Goldbeck • Titles by George Marion, Jr.

First National Pictures

Add them to the 16 new high-marks previously set and you have 19 RECORDS IN FIRST SIX WEEKS — an average of 3 RECORDS PER RUN — not only broken but broken by thousands! ... Day records, week records — house records, city records — THEY ALL FALL for "Lilac Time"! Facing blistering heat, drenching rain, and steam-roller opposition, it has not only made GOOD but made HISTORY!

LILAC TIME

THE BIGGEST THING IN SIGHT — *or Sound!*

FIRST NATIONAL

is first to deliver BIG for 1928-'29!

Member *of* Motion Picture Producers *and* Distributors of America Inc.—Will H. Hays *President*

A Picture to Quicken the Pulse-Beat
JOHN McCORMICK presents
COLLEEN MOORE
in
Lilac Time
A fortune in spectacle and sensation;
a masterpiece of havoc and battle
—hundreds of planes in actual
death grip——thousands fleeing
in vain hope of safety——regi-
ments charging to destruction
——and all this as a back-
ground for the story of a
girl and boy to whom
comes a glorious love
in the face of death
First National Pictures

SCENES
they'll never forget! SPECTACLE SCENES:—Scores of airplanes in fighting action . . . Bombing a town in France . . . Darting—diving—plunging to earth in flames!! LOVE SCENES:—Colleen as a saucy, vivacious French peasant girl . . . Mother to a troupe of flying daredevils, but Sweetheart to none—'till she meets handsome Gary Cooper. He had courted Death until he found this greater love . . . But now Death does the wooing!—COMEDY SCENES:—All the typical sure-fire comedy that you get in every Colleen Moore picture is in "LILAC TIME," *in addition* to the vast air spectacle and tense romance.
MONTH
in the making. Miss Moore herself spent 90 working hours on this production. And the finest talent was secured to handle every production angle. It is
A George Fitzmaurice PRODUCTION
The director of "Dark Angel" and "The Night of Love" has turned in the finest work of his career in this picture.
With Gary Cooper—
The handsome lead in "Beau Sabreur" and "Legion of the Condemned" is a strong new favorite, particularly with women patrons.
From the famous play by Jane Cowl and Jane Murfin—
It ran 54 weeks on Broadway and the road. For the first time in many seasons you get the drawing power of a well-known stage hit added to that of Colleen herself.
Adaptation by Willis Goldbeck—
who has an exceptional record of successes including "Marc Nostrum," "A Kiss for Cinderella," and "Garden of Allah."
Scenario by Carey Wilson—
One of the greatest. You can be sure that the scenarist of "Ben Hur," "Ladies at Play," "Orchids and Ermine" and "The Stolen Bride" will give you nothing but a BOX-OFFICE picture.
ADVERTISED
to 12,000,000 readers. A specially planned campaign with unusual ticket-selling power. Full pages in—
Liberty
PHOTOPLAY
PICTUREPLAY
Screenland
CLASSIC
Motion Picture
A COLLEEN MOORE-GEORGE FITZMAURICE SPECIAL!
First National Pictures
FIRST NATIONAL'S

COLLEEN

A GIGANTIC SPECIAL

Richard BARTHELMESS

Corinne GRIFFITH

The WHIP

Billie DOVE

Ken MAYNARD

LA TOSCA
George FITZMAURICE specials
Page 11

Milton SILLS
Page 12

T
SQU
Pag

MOORE

In ONE of the biggest — finest — most spectacular and magnificent Specials of the age

"LILAC TIME"

A stirring spectacle of unprecedented magnitude, staged in the amphitheatre of the air.

a George Fitzmaurice Production

Presented by John McCormick

From the famous stage hit by Jane Cowl and Jane Murfin which ran 54 weeks on Broadway and the road. With Gary Cooper. Adaptation by Willis Goldbeck. Scenario by Carey Wilson.

A Colleen Moore-George Fitzmaurice SPECIAL!

Also a Series of 3 Other SPECIALS

The PRESIDENT GROUP

First National Pictures

"SYNTHETIC SIN"

A Los Angeles and New York stage succ by Frederic and Fanny Hatton, authors "The Great Lover", "Lombardi, Ltd." a other hits. Underworld and back-stage New York, scandalous situations that hilarious as well as thrilling, and a girl tryi to "sin and suffer" because she wants to an actress.

In "BABY FACE"

Colleen's drawing-power will be coupl with that of COSMO HAMILTON, one the most popular of modern authors, wi such successes as "Scandal", "Blindness Virtue", and half-a-dozen best-selling nov to his credit. "Baby Face" was published Hearst's International Magazine, reachi half-a-million readers.

And "THE RICHEST GIR ON EARTH"

will show her at her gayest and peppiest, a girl who suddenly finds she is worth m lions, and has the time of anybody's life f uring out the most exciting things she c do with them.

harlie URRAY Page 14 | MACKAILL-MULHALL Page 15 | NO! NO! NANETTE Page 16 | Molly O'DAY Page 17 | BUTTER & EGG MAN Page 18 | INTER-NATIONAL SUCCESSES | Alice WHITE | MYSTERY MELODRAMAS

Did you ever see anything *like it?!*

15

records broken in first 6 engagements of

LILAC TIME

Five in two days...One or more in every house it's played...Never such a sensational slaughter of old box-office standards!

starring

COLLEEN MOORE

with **GARY COOPER** *Presented by* **JOHN McCORMICK**

Not only house, but CITY records...Not only broken—but broken by THOUSANDS! Facing terrific heat and million-dollar opposition, it's passed all others like a fire engine passes traffic.—No doubt about it now..."LILAC TIME" is what the picture business needed!

THE BIGGEST THING IN SIGHT—*or Sound!*

Member *of* Motion Picture Producers *and* Distributors of America Inc.~Will H. Hays *President*

and now—

BY DIRECT WIRE FROM
WESTERN UNION

34NY K 17 CLEVELAND OHIO AUGUST 20 1928

NED E DEPINET
FIRST NATIONAL PICTURES
383 MADISON AVE NY

LILAC TIME AT STILLMAN OPENED TO TREMENDOUS BUSINESS PLAYING TO SLIGHTLY OVER FIVE TIMES CAPACITY DURING DAY

CARL LESERMAN
932AM

BY DIRECT WIRE FROM
WESTERN UNION

36NY K 38 NL DETROIT MICH AUG 20 1928

NED E DEPINET
NEWYORK

LILAC TIME BUSINESS AT MADISON OPENING DAY SO BIG NECESSARY TO PUT ON MIDNIGHT SHOW TO TAKE CARE OF CROWDS STOP ONLY LENGTH OF SHOW PREVENTED BREAKING HOUSE RECORD STOP SET NEW HOUSE RECORD FOR ELEVEN REEL FEATURE

F E NORTH
937AM

a GEORGE FITZMAURICE PRODUCTION

the play by **JANE COWL** and **JANE MURFIN**
ation by **WILLIS GOLDBECK** Scenario by **CAREY WILSON**

Read this list of "Lilac Time's" amazing achievements in its first five weeks!

1. House record at the Central, Broadway, at $2.00 top.
2. Biggest single day's business at the Roosevelt, Chicago.
3. Week record at the Roosevelt, Chicago.
4. Single day record at the Stanley, Pittsburgh.
5. Record for first three days at the Stanley.
6. City record for a single day's business in Pittsburgh, by $2,000.
7. Opening-day record at the New Grand Central, St. Louis.
8. House record at the Burns, Colorado Springs.
9. Long-run record for any theatre in Colorado Springs.
10. First-matinee-after-opening record at the Carthay Circle, Los Angeles.
11. First-week record at the Carthay Circle, by $2,500.
12. Second-week record at the Carthay Circle.
13. Third-week record at the Carthay Circle.
14. Fourth-week record at the Carthay Circle.
15. Fifth-week record at the Carthay Circle.

First National Pictures

The Finest
FIRST NATIONAL PICTURE
ever made

LILAC TIME RIOT GROWS

Clamoring Mobs Force A.M. Shows, Extended Runs

So sensational was "Lilac Time's" business in Detroit that the Madison was forced to hold it for six weeks.

The $2 road-show run on Broadway at the Central has completed its eighth week without a sign of a let-down from the capacity pace.

COLLEEN MOORE, STAR

In Los Angeles the Carthay Circle was forced to hold it ten weeks at $2.00 top.

Cleveland kept it four weeks at the Stillman; and the Roosevelt, Chicago, held it for five.

More than a dozen houses have resorted to midnight shows and earlier opening hours to accommodate the crowds.

Two First Runs for F. N. Hit in Same Key Stand

First National Accomplishes Unusual Booking Feat in Two Big Cities

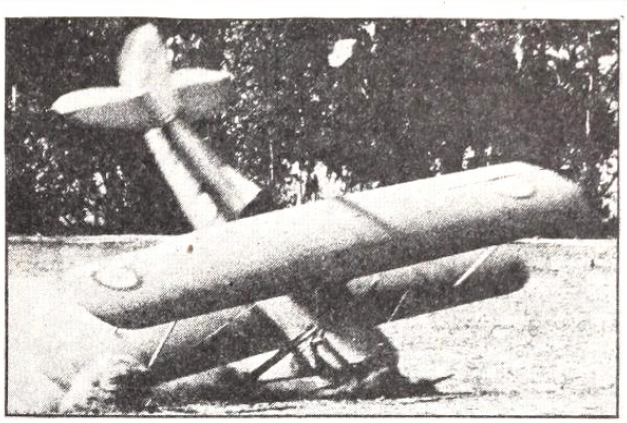
"Lilac Time" is to have two first runs in Buffalo. It played the Buffalo Theatre to such tremendous business that it has now been booked at one of the Buffalo's competing theatres, The Lafayette.

In Baltimore the same remarkable situation occurred. "Lilac Time" went into the Parkway, first-run house, after smashing all records at the Stanley.

"Lilac Time" has just opened to the biggest business ever experienced at the Strand Theatre, Hartford, The Strand, New Britain, and the Capitol, Ansonia, Connecticut.

"LILAC TIME" WILL GET YOU, SAYS "LIBERTY"

One item in the marvelous nation-wide publicity "Lilac Time" is getting was a full-page review in famous *Liberty Magazine*, September 8th issue. This popular weekly recommended the picture to its five million readers as "a sentimental tale that will get you."



GREATEST AIR PICTURE!—Best aviation scenes ever made help make "Lilac Time" "the finest picture First National ever made," according to the *New York Telegram*. John McCormick presents it. Carey Wilson wrote the scenario and Willis Goldbeck adapted it from the play by Jane Cowl and Jane Murfin. George Maricn, Jr. wrote the titles.

Showman Wires Paint Riotous Scenes as Millions Raid Key Theatres

They're wild about it!

Never has such a flood of rabidly raving exhibitor endorsements hit any producing office.

Here are some of the most recent wires from box-office authorities, not previously made public:

J. J. Payette

"We opened at the Earle, Washington, last night with a special midnight performance and had capacity, turning away several hundred people. I fully expect to see the show break records, and the general comment from pay customers seems to indicate that 'Lilac Time' is going to have a phenomenal run."

In Philadelphia

"Nothing but praise from patrons, management, critics, 'Lilac Time' at the Aldine. Opening bigger than any this season.

—W. J. Heenan.

"Some Picture!"

"'Lilac Time' is some picture. It should prove the greatest money maker of the season for all exhibitors. 'LILAC TIME' receipts were far greater than corresponding receipts on 'PATENT LEATHER KID' although 'LILAC TIME' played in hot weather and under worse conditions generally."—A. E. Sams, Jr., *Auditorium Theatre, Winston-Salem, N. C.*

Others Take Overflow

"'Lilac Time' opened State here Friday to remarkable business with Minnesota State Fair as opposition. Saturday and Sunday all other theatres in town prospered on the overflow. At Capitol, St. Paul, same opening date, same story. Everybody in both towns talking about the picture and nothing but length of picture can possibly prevent an all-time record for both houses in Minneapolis."—Thomas A. Burke.

Ask the Man Who's Played It

"'Lilac Time' is one of the greatest films we have ever played. Music and effects marvelous. Built faster than any crap game I ever saw. Made a big mistake in not playing longer as closing night we simply couldn't hold them. Ask any exhibitor to wire or call me if in doubt of the draw and pleasing qualities of this picture."—George Hunt, *Rialto Theatre, Medford, Oregon.*

GEORGE FITZMAURICE, DIRECTOR

4 Records in One Engagement

"Aztec Theatre, San Antonio, with 'Lilac Time' playing eight days did the biggest eight days' business in history of theatre and broke all other records during run, setting new single day record, a new matinee record, and new evening record."—Wm. Epstein, *Manager.*

Beat Them All

"This picture broke all house records in the history of movies in our town, and this applies to all big pictures released in the past two years. General consensus of opinion from our patrons was 'LILAC TIME' is the finest picture we have ever shown. We have, as you know, contracted for your entire President Group, and in doing so feel that there are many good business days in store for us during the coming season."—*Burt's Theatre, Luzerne, N. Y.*; G. A.

Builds Unheard-of Total of 30 Records in First 10 Weeks

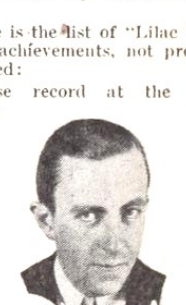
Now it's "Lilac Time" everywhere!

Overwhelming evidence of the all-time supremacy of astounding First National cial continues to pile up at ever-increasing pace.

The stupendous total of 21 ords were reported in first 7 w —an average of about 3½ week; but in the past two w the average has exactly doub with 14 new high marks set i days!

Here is the list of "Lilac Tim latest achievements, not previo reported:

House record at the Pal Dallas.



JOHN McCORMICK, PRODUC

Almost doubled gross of previous attraction at Empr Oklahoma City.

Biggest business in history Strand, Waterbury.

Biggest business in city's hist at the Strand, Lowell, Mass.

Single-day record at the Az San Antonio.

Matinee record at the Aztec

Evening record at the Aztec

Eight-day record at the Aztec

Biggest day's receipts and tendance in twelve years' his of the theatre at Grand Junct Colo.

Biggest gross in history at Palm Theatre, Pueblo.

Biggest business in city's hist at Burt's Theatre, Luzerne, N. Y

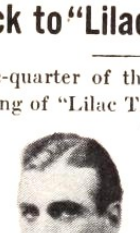
Biggest week the Riviera, Oma has had since theatre's oper week.

Broke its own record in t week at the Central, New York $2 top.

Second Pittsburgh run at Regent Theatre broke house ord.

2,500 of Town's 8,500 Population Flock to "Lilac Time" on Opening Day

More than one-quarter of the town's total population turned out for the opening of "Lilac Time" in Grand Junction, Colorado.



GARY COOPER, HERO

Here's the way H. T. Nolan describes the stampede:

"What I wrote you recently about 'Lilac Time' was just an opinion, but today's attendance figures are facts. Box-office statement shows over 2,500 customers in a town of 8,500 population attended opening day's performance at 40 per cent increased admission prices. Turned hundreds away.

"Old man house record took an awful wallop on the chin and house established new record that looks impossible to beat. Largest day's receipts and attendance in twelve years' history of house."

"LILAC TIME" THEME SONG BEST-SELLER

"Jeannine, I Dream of Lilac Time," lilting theme song, is spreading "Lilac Time's" fame to every corner of the country. Official sales reports show it is the second most popular song in America today.

PREVIOUS RECORD ALMOST DOUBLED

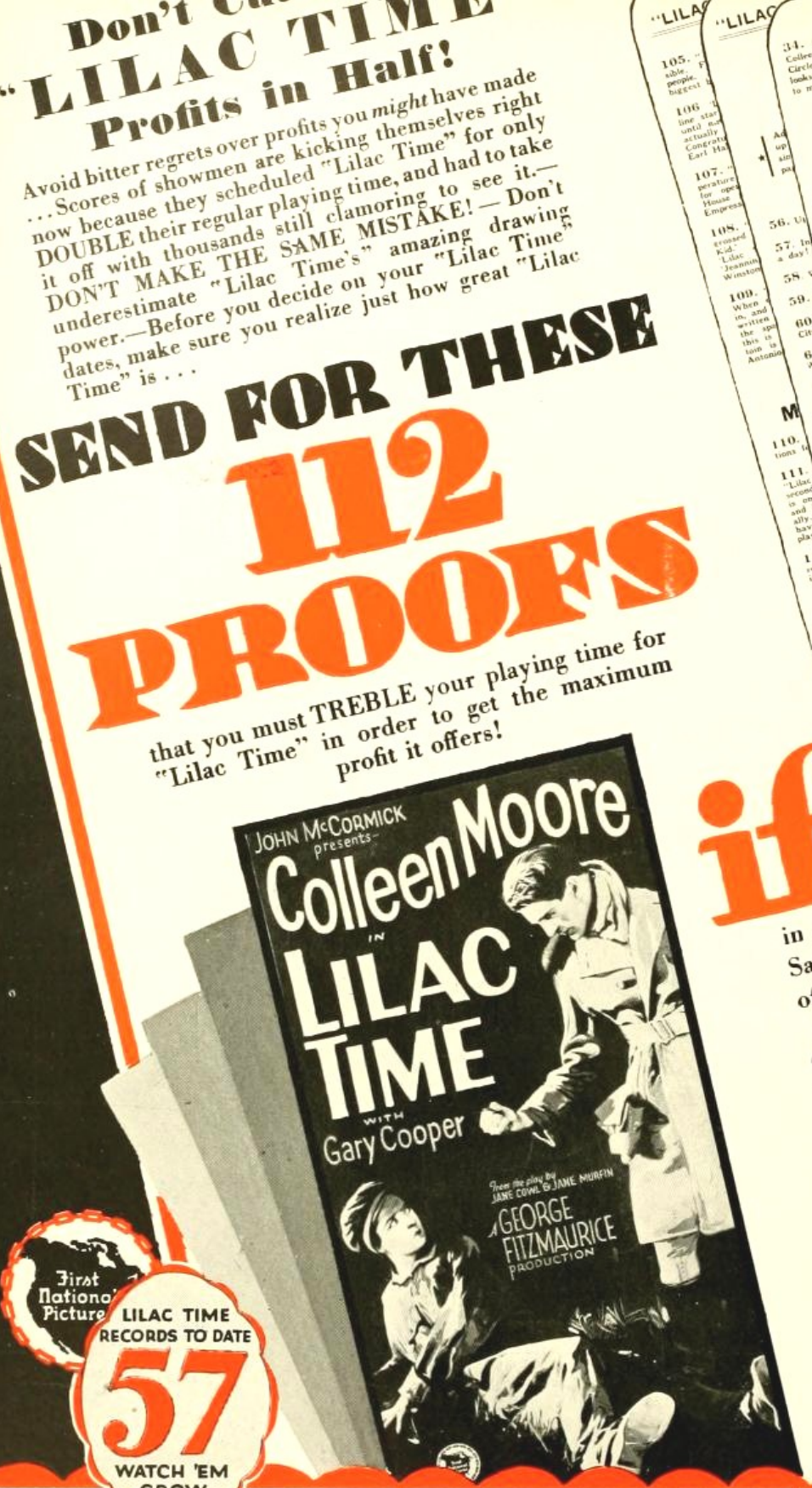
Tom H. Boland, Oklahom City exhibitor, is authori for the statement that "'Lila Time' at Empress Theatre n only has broken the house re ord but has almost doubled i receipts any picture that ev played this house. Phenomen is a weak word to use in d scribing the business done o this engagement."

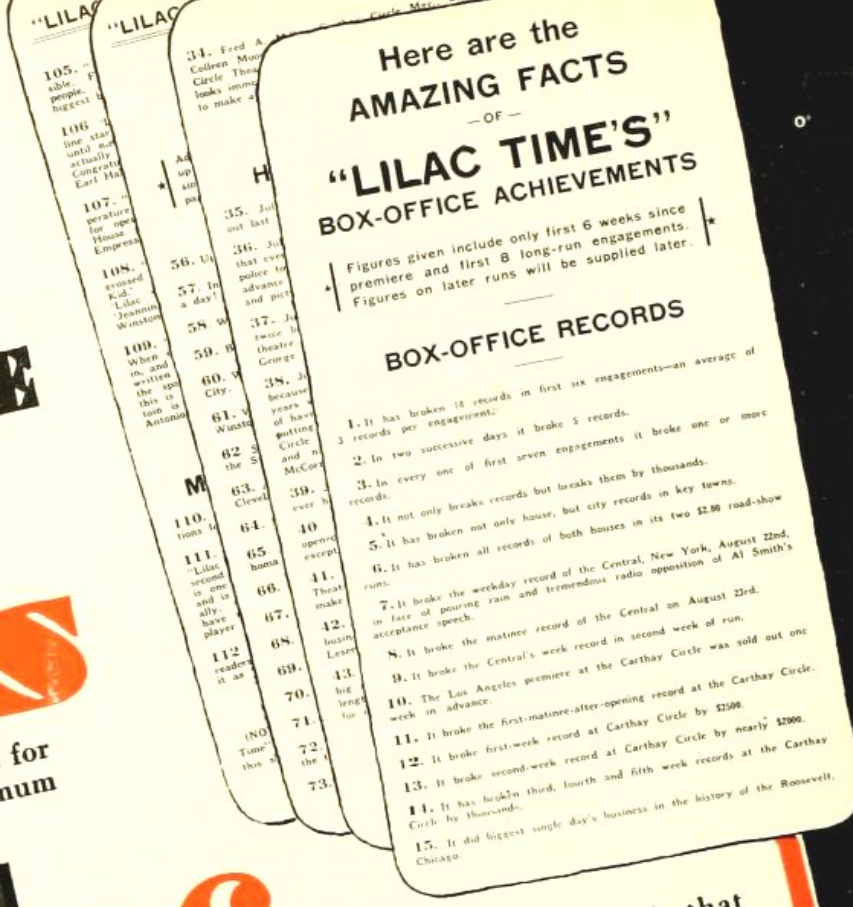
Don't Cut "LILAC TIME" Profits in Half!

Avoid bitter regrets over profits you *might* have made . . . Scores of showmen are kicking themselves right now because they scheduled "Lilac Time" for only DOUBLE their regular playing time, and had to take it off with thousands still clamoring to see it.—DON'T MAKE THE SAME MISTAKE!—Don't underestimate "Lilac Time's" amazing drawing power.—Before you decide on your "Lilac Time" dates, make sure you realize just how great "Lilac Time" is . . .

SEND FOR THESE 112 PROOFS

that you must TREBLE your playing time for "Lilac Time" in order to get the maximum profit it offers!




Here are the AMAZING FACTS
—OF—
"LILAC TIME'S"
BOX-OFFICE ACHIEVEMENTS
Figures given include only first 6 weeks since premiere and first 8 long-run engagements. Figures on later runs will be supplied later.
BOX-OFFICE RECORDS
1. It has broken 18 records in first six engagements—an average of 3 records per engagement.
2. In two successive days it broke 5 records.
3. In every one of first seven engagements it broke one or more records.
4. It not only breaks records but breaks them by thousands.
5. It has broken not only house, but city records in key towns.
6. It has broken all records of both houses on its two $2.00 road-show runs.
7. It broke the weekday record of the Central, New York, August 22nd, in face of pouring rain and tremendous radio opposition of Al Smith's acceptance speech.
8. It broke the matinee record of the Central on August 23rd.
9. It broke the Central's week record in second week of run.
10. The Los Angeles premiere at the Carthay Circle was sold out one week in advance.
11. It broke the first-matinee-after-opening record at the Carthay Circle.
12. It broke first-week record at Carthay Circle by $2500.
13. It broke second-week record at Carthay Circle by nearly $2000.
14. It has broken third, fourth and fifth week records at the Carthay Circle by thousands.
15. It did biggest single day's business in the history of the Roosevelt, Chicago.

if you still aren't convinced that "LILAC TIME" is the Biggest Thing in Sight—or Sound, ask the First National Salesman to Show you this Complete List of—

57 BROKEN RECORDS

12 EXTENDED RUNS

24 ENDORSEMENTS BY LEADING SHOWMEN (Chosen from hundreds)

12 MOST IMPORTANT REVIEWS

4 EXCEPTIONAL BOX-OFFICE FEATS NEVER ACCOMPLISHED BEFORE BY ANY PICTURE

3 GREAT PUBLICITY SCOOPS

5 MORE RECORDS in 5 DAYS!

Oct. 26 BEATS TOLEDO RECORD BY 25%

Lilac Time' greatest box office attraction in the orld today. Forced to hold theatre open two extra urs on Saturday. First two days broke house record twenty-five percent."

—John F. Kumler, Pantheon, Toledo

Oct. 27 BREAKS JAMESTOWN RECORD BY $1,100

the Wintergarden Theatre in Jamestown, N. Y., LILAC TIME" beat the house record by $1,100.

Oct. 28 ALL RECORDS IN EAST ST. LOUIS

"'Lilac Time' broke house record Majestic, East St. Louis, Sunday. Also broke house record for Monday and house record for Tuesday, doing total gross much greater than previous record for three days."

—D. P. Rathbone

Oct. 29 SALT LAKE RUN STARTS WITH RECORD

"'Lilac Time' opening day Victory Theatre, Salt Lake City, broke house record. Picture talk of Great crowds waiting to get in. Nothing ca two-week run to record business."

—William F. G

Oct. 30 LONGEST RUN A PANTHEON

Pantheon, Toledo, will hold "LILAC TIME" for week. First time in history of house anything played three weeks.

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

AND FOR NEXT SEASON

Colleen Moore's leading man for "Lilac Time" is Gary Cooper.

John McCormick presents

COLLEEN MOORE in "Lilac Time"

A George Fitzmaurice Production

Director of box office successes galore.

The greatest special of her glorious career, filled with glamour, beauty and heart-throbs (from the famous Jane Cowl stage success.)

A First National Picture

Here... at last

COLLEEN MOORE

IN LILAC TIME

after its sensational opening at Carthay Circle, Los Angeles where it "broke the house record by $2,500 and did almost twice as well as some of the biggest $2.00 pictures—"

Grand opening tonite

N.Y. CENTRAL THEATRE

at $2.00 TOP *Unlimited engagement*

A Great FIRST NATIONAL Special

First National Pictures

JOHN McCORMICK *presented by*

WITH·· GARY COOPER ∞ FROM THE STORY BY···JANE COWL AND JANE MURFIN

GEORGE FITZMAURICE PRODUCTION

JOHN McCORMICK
presents
COLLEEN
MOORE
in
LILAC
TIME
A George Fitzmaurice
PRODUCTION
A FIRST NATIONAL PICTURE
RALPH 29

Sensation at CARTHAY CIRCLE, Los Angeles, in opening week—where the biggest $2.00 pictures in cinema history have played—"LILAC TIME" started with a $2307.48 lead in its first week against any predecessor! That's big business. And now playing to tremendous business at New York, CENTRAL THEATRE, at $2.00 top.

The most magnificent air spectacle ever made — a five-ring circus in the air—a sensation of epic drama as the playboys of death ride rocket-reddened airlanes to Hell.

Tremendous cast—gigantic production—a fortune in amazing picture value shown on the screen.

A First National Picture

ESTE
UNION
LOSANGELES CAL JUL 20 1928
FIRST NATIONAL PICTURES NEWYORK
LILAC TIME OPENED TO MOST DISTINGUISHED AUDIENCE
THAT EVER ATTENDED PREMIERE IN LOSANGELES STOP
TWENTY THOUSAND FANS FOUGHT POLICE TO CATCH
GLIMPSES OF THEIR FAVORITE STAR EVERY PERFOR-
MANCE A SELL OUT AND ADVANCE SALE MARVELOUS STOP
LOCAL CRITICS UNANIMOUS IN PRAISING MISS MOORE
AND PICTURE REGARDS
FRED A MILLER
CARTHAY CIRCLE
JOHN McCORMICK presents
COLLEEN MOORE
LILAC TIME
GEORGE FITZMAURICE PRODUCTION
WITH GARY COOPER AND FROM THE STORY BY JANE COWL AND JANE MURFIN
ADAPTATION BY WILLIS GOLDBECK SCENARIO BY CAREY WILSON
First National Pictures

The Industry's New Thrill!

LILAC TIME

4 MORE LONG RUNS OPEN — AND

"Biggest single day's business in Chicago"—

"'Lilac Time' at the Roosevelt is a sensation."—*Max Balaban*

"Saturday's 'Lilac Time' gross was biggest in history of the Roosevelt Theatre."
—*G. L. Sears*

"Beat all previous super-productions in St. Louis"—

"'Lilac time' opened to sensation business at Grand Central surpassing business achieved by all previous super-productions playing this theatre. Audience reaction to story and sound effects tremendous. Am certain picture will hold up for run of many weeks. Aviation atmosphere lends itself to wonderful exploitation campaign that every theatre owner can easily take advantage of at this time."—*Chas. P. Skouras.*

$2.00 sell-out in New York —

Turnaway business in second week of Broadway road-show run at the Central.

No doubt about it now-

FIRST NATIONAL

has the industry's next big money-maker!

LOOK AT THE RECORDS —

"Biggest opening day. in Colorado Springs"—

"'Lilac Time' with synchronized effects absolute sensation Burns Theatre and will break every house record that we have. We have never played anything like it."—W. F. Nicholson, Mgr.

"In spite of tremendous opposition 'Lilac Time' opened Burns Theatre yesterday to biggest opening day of any picture except 'The Lost World'."—J. H. Ashby

"Every record broken in Pittsburgh"—

"'Lilac Time' has broken every record at Stanley Theatre, Pittsburgh, including single day record and record for first three days. Picture acclaimed by entire city."—*Simon H. Fabian*

"'Lilac Time' opened to biggest Monday Stanley Theatre ever had. This is a wonderful audience picture and sound effects make it very realistic."—*Earl L. Crabb*

All Records Broken in Los Angeles —

Fourth week of $2.00 run at the famous Carthay Circle continuing break-neck pace set by first week, which was $2500 better than any previous production.

15

LONG RUN ENGAGEMENTS already booked, including—

MADISON, Detroit
The BUFFALO, Buffalo
STILLMAN, Cleveland
DES MOINES, Des Moines
STANLEY, Baltimore
RIVIERA, Omaha
AZTEC, San Antonio
EMPRESS, Oklahoma City
COLUMBIA, Davenport

starring

COLLEEN MOORE

WITH··GARY COOPER

FROM THE STORY BY···JANE COWL AND JANE MURFIN

presented by JOHN McCORMICK

A GEORGE FITZMAURICE PRODUCTION

ADAPTATION BY··WILLIS GOLDBECK ~ SCENARIO BY CAREY WILSON

First National Pictures

Believe It or Not— *with Apologies to Rip*

A. JONES
-of Albia, Iowa-
HASN'T HAD HIS HAIR CUT IN 21 YEARS
DAN W. JONES
-LOS ANGELES-
CAN HOLD 16 POOL BALLS IN ONE HAND
FOREST PETERS
-OF MONTANA UNIVERSITY-
SCORED 17 FIELD GOALS IN A SINGLE GAME
(MONTANA VS. BILLINGS POLY. 1924)
ALL WERE DROP KICKS
LLAC TIME
A FIRST NATIONAL PICTURE
STARRING
Colleen Moore
HAS BROKEN 27 RECORDS IN FIRST 9 WEEKS SINCE OPENING --
5 of them in 2 Successive days--
AN AVERAGE OF OVER 2 RECORDS PER RUN !

1929

Now—COLLEEN'S FIRST COMEDY WITH *SOUND*

If you HAD to be BAD... could you make GOOD?

They told her she was too good to be Famous . . . so she HAD to be BAD . . . *And gosh how she tried!*

"I'll show them I can be Crushed and Broken! I'm going right to New York and learn to Sin and Suffer something awful!"

But they wouldn't even let matriculate in Broadw Co-respondence Sch until . . . her big cha comes to get her Mistr Degree, with Highest honor, in one hectic ni And just then a fare fate detours her off Easiest Way!

Nothing Synthetic About This Recipe for Receipts!

TAKE—
Colleen's doubled fame since "Lilac Time." The public's primed for more of MOORE—as quick as you can give it to them.

ADD—
Antonio Moreno, Montagu Love, Katherine McGuire, and William A. Seiter's superb direction—(remember his work in "Happiness Ahead")).

MIX—
Swell SOUND effects and Shilkret score—or leave silent, as desired.

ADD—
A drag-'em-in National Ad Campaign reaching TEN MILLION FANS in *True Story*, *Smart Set*, *Vanity Fair*, and all fan magazines.

—and You're Bound to Beat Even the Biggest Business You've Ever Done with a Colleen Moore Comedy!

First National Pictures

John McCormick presents

COLLEEN

MOORE

in

SYNTHETIC SIN

A *William A. Seiter* production

From the play by Frederic and Fanny Hat

A FIRST NATIONAL SPECIAL—*Ready Now*

Now that "Lilac Time" has DOUBLED her fame, the Public's primed for more of MOORE—as quick as you can give it to them. You can give them "Synthetic Sin" Jan. 1st!
It's MOORE Fun!
John McCormick presents
COLLEEN MOORE in Synthetic Sin
A William A. Seiter production
So long, Slapstick! Here's COLLEEN MOORE, in her first laugh-hit with Sound.—So...
Now for new nuances of comedy—
Now for cinematic fare that compliments your cerebrum—
Now for another great success from the star of "Lilac Time"!
Here is distinguished diversion—fun for the fastidious...
As a cloistered cutie who thought she had to be bad to be famous,
Colleen's audible antics amplify even the opulent comedy opportunities of as masterly a farce motif as the authors of "The Great Lover" and "Lombardi, Ltd." ever have devised!
An Innocent A-Broadwaying, she's determined to Sin and Suffer—and get it over with! Agog for bigger and better misdemeanors, her gawkish efforts to get a foothold on the Easiest Way are food for frantic merriment.
Go see it!
From the play by Frederic and Fanny Hatton...with Antonio Moreno
Colleen's First Comedy with SOUND!
First National Pictures
As Advertised to 15,000,000 "Vanity Fair," "True Story" and 7 other Famous Magazines...

Ready for You in JANUARY—FIRST NATIONAL MONT

~~FUNNY~~ IS NO WORD FOR IT...

You need "HILARIOUS," "RIB-SPLITTING," and "UPROARIOUS" to describe Colleen's latest laugh success.

Brisk and bubbly, swift and sprightly, it's the kind of a hit you've been hankering for ever since "Her Wild Oat" and "Oh Kay!" . . .

* * *

She was too Good to be Famous—so she HAD to be Bad!

She wanted to Sin and Suffer—and get it over with! . . .

"I'll show Don Anthony I can be Crushed and Broken! — Then he'll *have* to make me leading lady in his new play!"

A gang war and a misleading lady give her her Big Chance . . . But her only "crushing" opportunity comes in a rôle she never expected to play!

You Can HEAR It!

If your theatre shows "Sound" pictures, you'll HEAR a beautiful musical accompaniment by a famous orchestra, and exciting sound effects in "Synthetic Sin." You'll see handsome Antonio Moreno, too, as leading man, in this William A. Seiter production from the brilliant play by Frederic and Fanny Hatton.

JOHN McCORMICK
presents

"SYNTHETIC SIN"

COLLEEN MOORE

First National Pictures

A First National Picture
Takes the Guesswork Out of "Going to the Movies"

What every flapper wants to know—
What every Showman wants to show—
"WHY BE GOOD?"

First National
VITAPHONE Pictures

JOHN McCORMICK presents

COLLEEN MOORE

in "Why Be Good?"

Story, action, and Vitaphone score that make "Flaming Youth" look like an ad for Frigidaire.

With Neil Hamilton. By Carey Wilson. A William A. Seiter production.

Theme song "I'm Thirsty For Kisses, Hungry For Love" published by M. Witmark & Sons.

It all depends on

FIRST NATIONAL

VITAPHONE Pictures

2 WEEKS

at Hippodrome, Buffalo, to meet insistent demand of local fans

"Easily Colleen's Best Film Since 'Flaming Youth'"....

—said *Los Angeles Record.* And ALL preview critics predicted phenomenal popularity for "Why Be Good?"

Not just another Colleen Moore picture... Not just another "Flaming Youth"... But—COLLEEN'S GREATEST COMEDY OF ALL TIME—A JAZZ PICTURE THAT OUTFLAMES "FLAMING YOUTH"!

Will be advertised to 18,000,000 in eleven famous magazines.—*Get ready for Records!*

Listen for theme song "I'm Thirsty for Kisses, Hungry for Love," by the authors of "Doin' the Raccoon." Published by M. Witmark & Sons.

John McCormick presents

Colleen Moore

in

WHY BE GOOD?

First National VITAPHONE Pictures

A William A. Seiter production. By Carey Wilson. With Neil Hamilton.

VITAPHONE 2 NEGATIVES FOR SILENT

FIRST NATIONAL VITAPHONE PICTURE

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays

We told you -
The Critics told you -
And now *Minneapolis* tells you -

"WHY BE GOOD

The biggest "Question" before this industry today. — And the only Answer is — "Grab It!" — Bring back the good old days of "Flaming Youth" crowds — "Flaming Youth" comment — "Flaming Youth" coin!

First National
VITAPHONE Pictures

Fearlessly exposing the kind of younger generation stuff that's been whispered about but never before pictured — with a timely, convincing moral back of it all . . . Presented by

John McCormick

A William A. Seiter production

By Carey Wilson

With Neil Hamilton

Wonderful Vitaphone jazz score and theme song, "I'M THIRSTY FOR KISSES — HUNGRY FOR LOVE" published by M. Witmark & Sons

is COLLEEN MOORE'S

best picture since 'Flaming Youth'...Minnesota Theatre gross took big leap

--"Variety" report

Colleen Moore

Appearing in a series of

SPECIAL PRODUCTIONS

-Including-

"WHY BE GOOD?"

Produced by JOHN McCORMICK

First National

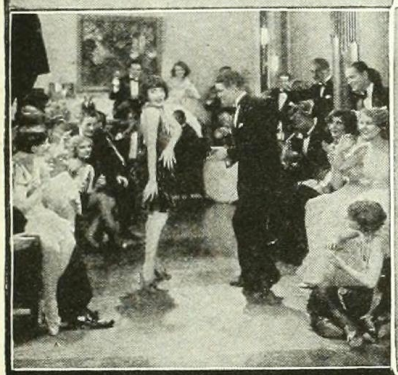
VITAPHONE Pictures

"Why BE Good?"

"WHY BE GOOD?"
—When it's so much more thrilling to be bad!

"WHY BE GOOD?"
—When you meet Prince Charming who is wise, wealthy and wonderful!

Does it PAY to be good or is it BETTER to be bad?



"WHY BE GOOD?"
—When you want to impress him with your worldly wisdom.

COLLEEN MOORE IN "WHY BE GOOD?"

John McCormick presents

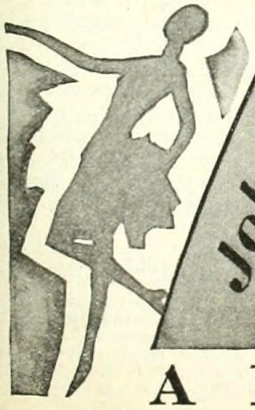
SHE'S at it again. Making hilarious whoopee! . . . This daring darling is on another intriguing tour into the lands of love and whoopee . . . This time her excursion is personally conducted by Cupid . . . She's a shop girl. Seeking sensations. She finds them. And HOW! . . . Is it BAD to be good? Or GOOD to be bad? Colleen demonstrates in this 1929 version of Flaming Youth...See this exponent of incandescent youth! HEAR the hilarity Vitaphone adds to the whoopee!

WITH VITAPHONE

A William A. Seiter production. By Carey Wilson . . . . With Neil Hamilton.

First National VITAPHONE Pictures

Every Picture a "Double Feature"



A First National Vitaphone Picture

Lilac Time
was COLLEEN MOORE'S bid
for Box Office Records in
1928

"SMILING IRISH EYES"

Will Be Her
Record Smasher
for
1929!

A Wm. A. Seiter
Production
100%
TALKING
SINGING
DANCING
COMEDY

Produced by
JOHN McCORMICK
for
First National-Vitaphone Pictures

Keep your eyes on-

COLLEEN MOORE

SINGING - TALKING - DANCING ... IN

"SMILING IRISH EYES"

Now the greatest box-office star in pictures takes on a double appeal. Just her shadow self has wrecked hundreds of box-office records. Imagine her drawing power when she SINGS in "Smiling Irish Eyes." Presented by John McCormick.

A William A. Seiter Prod. With James Hall.

Colleen sings "Smiling Irish Eyes" and "A Wee Bit O' Love" —two Witmark Winners that are copping the cream of radio time.

First National VITAPHONE Pictures

BIG OPENING LAST TUESDAY, CENTRAL THEATRE, NEW YORK, AT $2.00 TOP

A FIRST NATIONAL VITAPHONE PICTURE

Thousands have paid $2.00 per seat to see it on Broadway

And They're All Talking about COLLEEN MOORE

Presented by John McCormick. With James Hall. A Wm. A. Seiter Prod. With two Witmark theme songs, "Smiling Irish Eyes" and "A Wee Bit O' Love."

IN HER FIRST

TALKING - SINGING - DANCING - H

SMILING IRISH EYE

First National Pictures

A FIRST NATIONAL and VITAPHONE Pictu

REG. TRADE MARK

VITAPHONE is the registered trade mark of the Vitaphone Corporation designating its produ

TWICE as BIG AS EVER BEFORE

Now - Talking - Singing - Dancing for the First Time

COLLEEN MOORE

in

Smiling Irish Eyes

Presented by

John McCormick

A William A. Seiter Prod.

***with* James Hall**

Colleen sings "Smiling Irish Eyes" and "A Wee Bit O' Love"—two Witmark Winners that are copping the cream of radio time.

First National Pictures

VITAPHONE 2 NEGATIVES OR SILENT

A FIRST NATIONAL *and* VITAPHONE Pic

REG. TRADE MARK

VITAPHONE is the registered trade mark of the Vitaphone Corporation designating its prod

1933

Right on the Heels of PILGRIMAGE

FOX manpower raises the curtain on another $2.00, heat-defying, box office certainty.

THE POWER AND THE GLORY

with

SPENCER TRACY
COLLEEN MOORE

Ralph Morgan, Helen Vinson. Screen play by Preston Sturges. JESSE L. LASKY Production. Directed by WILLIAM K. HOWARD.

JOIN THE UPSWING WITH FOX

WORLD PREMIERE WED. AUG. 16th, GAIETY THEATRE N. Y.

GAIETY THEATRE NOW
THE POWER
SMASH
COMING
BERKELE
SQUAR
FOX FILM Presents
THE POWER AND THE GLORY
A JESSE L. LASKY Production
GRAZIER
SIGNS
GAIETY
THE POWER AND THE GLORY
A JESSE L. LASKY PRODUCTION
OPENS AUG. 16
GIANT FROSTY CONE
FROSTY CONE CO.
ADAM HATS
GIBSON
NRA MEMBER U.S.
WE DO OUR PART
JOIN THE UPSWING WITH
FOX

1934

Supervised and Directed by Marshall Neilan

Associate Producer—William C. DeMille

From the play by John Emerson and Anita Loos

Special Musical Compositions by Con Conrad and Ford Dabney

Columbia Pictures
PRESENTS

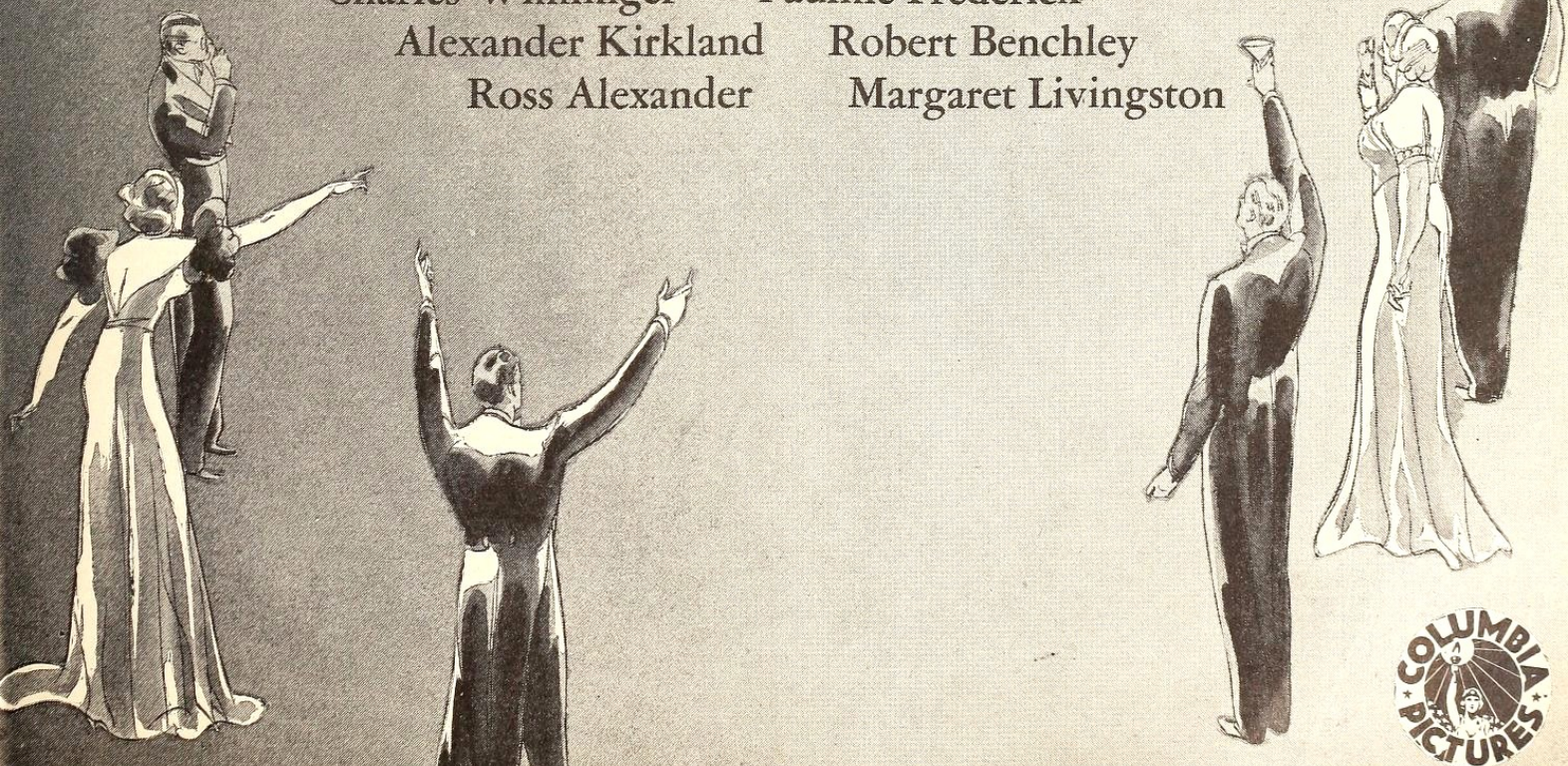
Colleen MOORE

IN

Social Register

with

Charles Winninger — Pauline Frederick
Alexander Kirkland — Robert Benchley
Ross Alexander — Margaret Livingston



COLUMBIA PICTURES

A NEW AND SURPRISING

COLLEEN MOORE

in

The First Talking Picture of

The Great American Classic — By Nathaniel Hawthorne

the SCARLET LETTER

With

HARDIE ALBRIGHT — H. B. WALTHALL—WM. FARNUM — VIRGINIA HOWELL

ALAN HALE — CORA SUE COLLINS — WM. KENT

-ected by Robert Vignola

pervised by Larry Darmour

QUICK FLASHES! PRE-VIEW REVIEWS!

M. P. DAILY—"All the earmarks of a major production . . . able to stand alone on any bill. . . . All performances good . . . comedy riotous . . . Vignola's direction splendid."

VARIETY DAILY—"Faithfully played by a competent cast, picture makes strong bid for box-office attention . . . Vignola directed with feeling. . . . Production well mounted."

SHOW. RD. TABLE—"Welcome relief from modern story . . . Good entertainment . . . All performances and direction excellent."

MAJESTIC GUARANTEES

FINISHED: "THE SCARLET LETTER"—A MAJESTIC SPECIAL. Advertising and exploitation aids in keeping with a lavish production. YOU CAN DATE IT SOON!

NOW CASTING: "NIGHT ALARM"—A saga of the ire Departments. Adapted by Earl Snell from an original story by Jack Stanley. Phil Rosen directing.

IN THE CUTTING ROOM: "SHE HAD TO CHOOSE"—Joyous comedy-drama with music and a shock climax. Large cast includes Larry "Buster" Crabbe, Isabel Jewell, Sally Blane, Regis Toomey. Directed by Ralph Ceder. WATCH FOR RELEASE DATE!

A VARIETY OF HIGH CLASS ENTERTAINMENT will be provided by NINE others—including TWO MORE Majestic SPECIALS. Majestic's GUARANTEED TWELVE are announced in our 1934-35 Year Book now on the press.

12 for 1934-35

EXCHANG
EVERYWH

MAJESTIC PRODUCING CORPORATION

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